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PRODUCT DESIGNER



Hello world!

I'm an experienced Product Designer, passionate about creating user-centred and data-driven design solutions. With a Master's degree in design from IDC, IIT Bombay, I've led teams and excelled in both B2B and B2C environments, working with startups and big companies. My strengths lie in maximising conversions, creative problem-solving, and developing design systems. Let's create meaningful experiences together!

Experience.

Independent product designer

UBER • Jan 2024 - Current

- Reduced support tickets by revamping UBER's Supplier portal UX, making earnings clearer for suppliers and fleet owners.

Independent product designer

Amazon India • Oct 2023 - Jan 2024

- UX refresh for Amazon brand team for Echo dot 5th generation product detail page.

Principal product designer

eightfold.ai • July 2022 - May 2025

- Spearheaded ambitious projects from inception, including CoPilot AI for Eightfold and an Application Tracking System for Eightfold.
- Successfully revamped multiple products by leveraging valuable user insights and feedback.

Senior product designer

Relevel by Unacademy • Sept 2021 - May 2022

- This company recognized my hard work with a 25% pay raise and gave me two prizes for the best design.
- Worked on one project, ‘Courses’. This ultimately turned into the first revenue stream for Relevel.

UX Designer

Discovery Communication India, Mumbai • Dec 2019- Sept 2021

- Lead UX efforts for discovery+ for mobile, tablet, web, and TV platforms, with 10 million downloads and 500,000 paid subscriptions in the first year of the launch.
- Created and established a design system that is constantly evolving to promote consistency, clarity, and quality.

UX Designer

Endurance International Group, Mumbai • Sep 2019 - Dec 2019

- We created a B2B mobile application for ResellerClub, which was designed to help their resellers improve productivity, sales and customer service.
- Simplified, internationalised product pricing with a currency exchange constraint.

UX Designer

EZDI Healthcare, Ahmedabad • July 2017 - July 2019

- Direct report to Chief Technology Officer and Head of AI Innovation
- Lead a team of 4 to create solutions for the US-based hospital revenue cycle.
- Crafted a seamless end-to-end experience for 14+ products from scratch to developer handoff.

Education.

Masters in design

Course work includes - Transportation design, Entrepreneurship, semantics, cognitive science, human-machine interaction, Impact of emerging technology on social behaviour.

Recognitions.

Relevel Aces

Relvel by Unacademy, Bengaluru • November 2021

Relevel Aces

Relvel by Unacademy, Bengaluru • October 2021

Employee of the year

EZDI Healthcare, Ahmedabad • January 2018

Appreciation certificate on artificial intelligence ideas

EZDI Healthcare, Ahmedabad • December 2017

Skills.

- Wireframes, high-fidelity designs (mobile, web), Interaction design
- HIG and Material Design style guide, Mobile design
- Human-centred design approach, Human computer interaction
- Quantitative & qualitative methods of User research
- User flow, user stories, CJM, information architecture
- Competitive research, User research
- Design systems and component libraries, Graphics, Visual design, Typography
- Product analytics
- Design documentation and research findings reports
- Experience with data analysis and visualization, Art direction, Rapid prototyping
- Figma, Sketch, Invision, Jira, After effects, Adobe photoshop, Mixpanel.

Approach & Principles.

Understanding and focusing on the problem

Before designing a product, it is essential to ask the right questions and find real solutions to any challenges. Market research, competitive analysis, stakeholder and user interviews are all crucial in order to create a successful design.

Iteration and validation

I firmly believe that one can only come up with the best design solution after several iterations and receiving feedback. So, I strive to prepare the initial design as early as possible to validate the design solution and iteratively come to the best solution possible.

Bring value

Working on design, I keep in mind how it may help achieve user goals and satisfy business. I always try to multiply this value.

To be close to bussiness and users

The design process is transparent, so everyone understands the why behind the decision. Feedback can be given in a timely manner. The same approach can be applied to users, too. There are ways to run user testing in order to ensure we create the best possible solution.