

With over 12 years of experience in design and 4+ years specializing in product design, I blend creativity with technical precision to deliver high-impact projects. My expertise includes developing design systems, prototyping, leading cross-functional teams to end-to-end product design, and translating complex user needs into elegant, user-centric solutions.

*Senior User Experience Designer, Deloitte*

*July 2022 - Present*

- **Global Impact:** Led the redesign of Deloitte's Risk & Financial Advisory website, resulting in a 40% boost in user satisfaction and a 45% increase in click-through rates, setting new global standards for navigation and AI-driven features.
- **Enhanced Efficiency:** Directed the IncentivesHub web app overhaul, leading to a 43% rise in survey completion rates, a 32% drop in bounce rates, and a 60% improvement in communication efficiency, significantly boosting client engagement.
- **Strategic Redesign:** Transformed the Deloitte Foundation's microsite, reducing bounce rates by 30%, increasing sub-page engagement by 33%, and cutting bespoke queries by 70%, creating an intuitive and mission-driven experience.
- **Design System:** Integrated a cohesive design system to enhance consistency and accessibility, leading workshops to align design with business goals and mentoring the team to drive innovation and excellence.

*Product Designer, Indo Svelte*

*July 2021 - Dec 2022*

- **E-commerce Success:** Spearheaded the development and launch of Indo Svelte's e-commerce platform, driving a 60% increase in customer acquisition and establishing the brand as a trusted source for South Asian apparel in the U.S.
- **Shopify Expertise:** Designed a cohesive brand identity and an intuitive Shopify website, resulting in enhanced user retention, a 35% faster checkout process, and a 25% decrease in cart abandonment rates.
- **Strategic UX Improvements:** Led UX enhancements that improved site engagement, with an average session duration of 1:46 and a bounce rate reduction to 35.4%, contributing to a 2.3% conversion rate.
- **Collaborative Workshops:** Conducted client workshops to align design deliverables with strategic business goals, ensuring a user-centered approach that drove consistent traffic and sales growth.

*UX/UI Designer, YBuy Mobile App*

*Jan 2021 - Feb 2021*

- **Enhanced User Experience:** Improved usability scores by 25% for a gadget rental app through rigorous user research and iterative design, focusing on user needs and complex workflows.

*Product Development Manager, VCN Home*

*Feb 2017 - Mar 2020*

- **User-Centered Solutions & Leadership:** Led the development of seasonal home collections with a user-focused design approach, driving a 25% increase in sales. Coordinated cross-functional teams and sales partners, leveraging user research and design strategy to successfully launch new products and achieve market success.

**EDUCATION**

**Bachelor of Design** in Textile Design • National Institute of Fashion Technology, New Delhi • 2013  
**Certifications:** User Experience Design (Springboard), Human Computer Interaction Design (IDF)

**SKILLS**

**Design Tools:** Figma, Adobe CS Suite (Photoshop, Illustrator, XD), Sketch, InVision, Keynote, Usability Testing, A/B Testing, Google Analytics, Adobe Experience Cloud

**Areas of Expertise:** Information Architecture, Interaction Design, Wireframing, Prototyping, Design Systems, Accessibility, Digital Marketing, SEO, Roadmaps, User Journey, and Storyboarding.

**INTERESTS**

Painting • Gardening • Home Decor • Video Games • Stargazing