

Strategic and creative **Product Designer** with over a decade of design experience and 4+ years leading **user-centered digital experiences**. I have a proven track record of designing **intuitive, accessible designs** that align with business objectives and customer needs. My expertise spans **design systems, UX research, prototyping, and cross-functional collaboration**. Whether building e-commerce platforms from the ground up or redesigning enterprise-level applications, I deliver **solutions that balance form and function**, foster engagement, and drive meaningful outcomes.

CORE COMPETENCIES

- **Product Design Leadership:** User Experience Strategy | Information Architecture | Design Thinking
- **Design Systems & Accessibility:** System Cohesion | WCAG Standards | Inclusive Design Principles
- **UX Research & Testing:** Persona Development | Usability Testing | User Journey Mapping
- **Technical Proficiency:** Figma | Adobe CC | Prototyping | Shopify | Analytics Integration
- **Collaboration & Communication:** Cross-Functional Alignment | Stakeholder Management | Workshop Facilitation

PROFESSIONAL EXPERIENCE

Senior User Experience Designer, Deloitte

July 2022 - April 2024

- **UX Overhaul & Validation:** Led the validation of Deloitte's new brand experience by utilizing the Risk & Financial Advisory website as a pilot project, gathering user feedback and insights to ensure alignment with brand objectives and enhance overall user engagement.
- **Enhanced User Engagement:** Transformed the Deloitte Foundation microsite through user journey mapping and information architecture, resulting in improved navigation and increased user engagement.
- **Global Design System Leadership:** Spearheaded the development and implementation of a global design system, ensuring consistency and accessibility across applications while aligning with business objectives.
- **Cross-Functional Collaboration:** Facilitated workshops and collaborated with developers and stakeholders to integrate inclusive design standards, driving a user-centered approach in project execution.

Product Designer, Indo Svelte

July 2021 - Dec 2022

- **Founded a Niche E-Commerce Platform:** Co-founded and launched an e-commerce platform for South Asian fashion, leveraging UX research to align user experiences with business goals, resulting in substantial brand growth.
- **Brand Identity & Shopify Expertise:** Created a cohesive brand identity and a responsive Shopify website, enhancing the shopping experience across devices and increasing customer retention.
- **Implemented Data-Driven Enhancements:** Leveraged usability testing and analytics to drive continuous improvements in engagement and conversion rates, ensuring optimal user experience.

UX/UI Designer, YBuy Mobile App

Jan 2021 - Feb 2021

- **Elevated Mobile User Experience:** Designed and prototyped an enhanced user interface for a gadget marketplace, focusing on optimizing complex workflows to improve usability and engagement.

Product Development Manager, VCNY Home

Feb 2017 - Mar 2020

- **User-Centered Product Design:** Led the design and development of home collections, using market research and user insights to align product offerings with customer preferences.

Freelance Graphic Designer

Feb 2016 - Jan 2017

- **Boosted Client Engagement:** Designed visually compelling marketing materials across various industries, including social media campaigns, infographics, branding, and product catalogs, enhancing brand visibility and engagement.

Home Textile Designer, Casa Paradox

May 2014 - Jan 2016

- **Designed Luxury Interiors:** Developed luxury home décor and interior designs for high-end clients, leading a design team and ensuring excellence in project execution and client satisfaction.

Textile Designer, Centex exports

Mar 2012 - May 2014

- **Translating Trends into Product Design:** Successfully translated seasonal trends into woven and printed scarves for premium brands, employing advanced techniques in Dobby, Jacquard, and rotary/screen printing.

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)