

SKILLS

- User Research
- Information Architecture
- Interaction Design
- Wireframing & Prototyping
- Usability Testing
- Visual Design
- Responsive Design
- Design Systems
- Accessibility (WCAG)
- A/B Testing
- Data Visualisation
- Stakeholder Presentations

DESIGN TOOLS

- Figma
- Adobe XD
- Photoshop
- Illustrator
- Miro / FigJam
- Maze
- Hotjar
- Zeplin
- Midjourney / AI tools

EDUCATION

UX Design Certificate

Google · 2025

Graphic Design Diploma

Arena Animation · 2017–2018

Bachelor of Arts

CCS University · 2016–2019

NOTABLE PROJECTS

Shakespeare.ai

AI ad management — automation & recommendations UI

BankersKlub

Fintech platform for financial professionals

BIGContacts CRM

CRM dashboard — workflows & task automation

Picreel

Conversion-focused lead generation UI

Lolly

Short-video platform interaction design

PROFESSIONAL SUMMARY

Senior UX/UI Designer with **7+ years** delivering user-centric digital products across **SaaS, Fintech, E-commerce** and **EdTech**. Expert in end-to-end design — from user research and information architecture to high-fidelity prototypes and scalable design systems. Proven track record working with high-profile clients including Amway, SBI Cards, VI and Laboredge (USA). Actively leverage AI tools (Midjourney, ChatGPT) to accelerate research, ideation and iteration — delivering faster, higher-quality outcomes.

WORK EXPERIENCE

Senior UX/UI Designer (Freelance & Consulting)

Oct 2025 – Present

Independent — Remote

- Delivering UX consulting for early-stage startups across Fintech and SaaS verticals
- Conducting UX audits, redesigning user flows and producing handoff-ready Figma specs
- Exploring AI-powered design workflows using Midjourney and Galileo AI

UI/UX Developer

Jan 2025 – Oct 2025

Mewhiz

- Designed Medical State License software for Laboredge (USA), reducing licensing workflow steps by ~40%
- Led UX for Nexus Vendor Management System (VMS) — improved task completion rate by ~35%
- Delivered data visualisation dashboards for complex enterprise workflows used by 500+ daily users
- Applied user-centred design methods including usability testing and iterative prototyping

Senior UI/UX Designer

Dec 2023 – Oct 2024

IKOKAS

- Led design for Amway, SBI Cards, VI and BankersKlub — serving combined user base of 10M+
- Reduced user onboarding friction for SBI Cards flow by redesigning 9-step journey to 5 steps
- Established a reusable component library of 80+ elements, cutting design-to dev handoff time by 30%
- Ran usability testing sessions that informed 3 major product iterations

UI/UX Designer

May 2022 – Oct 2023

Shakespeare

- Designed end-to-end UI for an AI-powered ad management platform from 0 to launch
- Led UX strategy for automated content generation feature — increased user engagement by ~25%
- Improved visual clarity of campaign dashboard, reducing user error rate by ~20%
- Collaborated with engineers to maintain design fidelity through implementation

INTERESTS

Cricket · Chess · Badminton · Basketball

Associate Art / UI Designer

Dec 2021 – May 2022

BYJU'S

- Enhanced educational platform interfaces with responsive, interactive designs for 5M+ learners
- Improved content engagement metrics through iterative UI improvements
- Worked closely with developers ensuring pixel-perfect implementation

UI/UX Designer

Sep 2020 – Dec 2021

ProProfs

- Designed UX for Knowledgebase, BIGContacts CRM, Project Management Tool and Picreel
- Improved CRM dashboard usability — reduced average task completion time by ~28%
- Created comprehensive user flows and interaction specifications for 4 distinct product lines

UI/UX Designer

Apr 2019 – Sep 2020

eSearch Logix

- Designed and implemented UX solutions for web and mobile apps across multiple client verticals
- Conducted user research and usability tests to inform data-driven design decisions

Graphic Designer

Mar 2018 – Apr 2019

Infotrench

- Produced graphic design assets for digital and print media
- Contributed to UI/UX projects improving interface consistency and usability