



Accomplished UX design leader with over seven years of experience in user research, journey mapping, and interaction design, creating strategic frameworks that address complex user needs and enhance usability. Proven track record of delivering user-centric solutions that drive satisfaction & business growth.

Seeking challenging roles with esteemed organizations in Bengaluru, Kolkata and Remote (India).

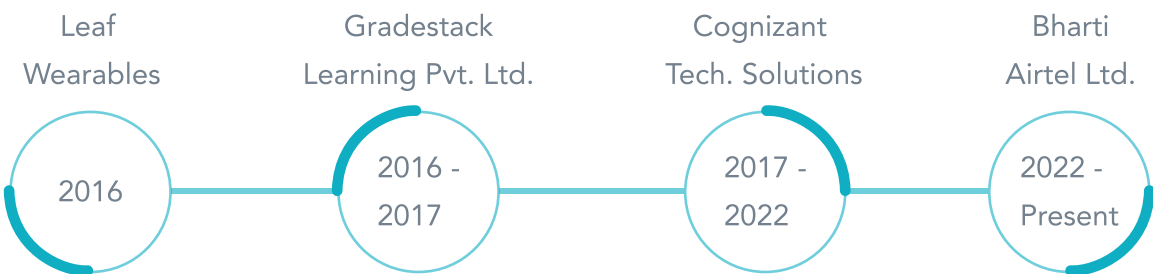
## Core Competencies

- UI | UX Design
- Design System & Consistency
- Product Lifecycle Management
- Strategic Planning & Execution
- Visualization & Art Direction
- Client Engagement & Stakeholder Relationship
- Product Innovation & Delivery Exelence
- Usability Testing, A/B Testing, Sanity checks
- Requirement Gathering & Elicitation
- Brainstorming, Mind Mapping, Card Sorting, Navigation Models etc.
- Team Building & Leadership
- Cross-Functional Coordination

## Profile Summary

- Excellence across multiple phases of product lifecycle right from requirement gathering, information architecture & analysis, effort estimation, wireframes, styles guides, look-and-feel, redlines and final layout for maintaining quality.
- Strong understanding of project lifecycle & deployment implementation, analytical and training skills that have resulted in repeated success in leading design & launch of disruptive solutions by analyzing market trends to provide critical inputs for formulating and executing design strategies.
- Implemented comprehensive user research strategies that provided critical insights, driving a redesign that boosted user engagement by 42% and reduced bounce rates up to 11%.
- Showcased excellence in designing & executing user-centered design frameworks and methodologies, leading to a 40% increase in product adoption rates and a 24% reduction in user onboarding time.
- Championed the integration of advanced usability & accessibility standards, resulting in a significant decrease in user errors and improvement in compliance with accessibility guidelines.
- Leveraged data analytics & A/B testing to refine design elements, contributing to a 15% increase in conversion rates and enhanced overall user experience.
- Notable success in conveying concepts by providing design direction and cognitive walkthrough through interactive prototypes, data visualisations, illustrations / graphics and effective UX writing and verbal communication.

## Career Roadmap



## Education

**Indian Institute of Technology, Delhi**  
**Masters of Design - Industrial Design** (2015-17)

**BPUT, Rourkela**  
**Bachelors of Architecture** (2009-14)

## Skills

### UX Methodology

- 1-on-1 Interviews
- Surveys
- Contextual Inquiry
- Focus Group
- Heuristic Evaluation
- Cognitive Walkthrough
- Usability Testing
- Competitor Analysis
- User Persona & Scenarios
- Storyboarding
- Affinity Diagram
- Task Analysis
- User Journey Map
- Information Architecture
- Interaction Flow Map

### Design

- Concept sketches
- Low fidelity wireframes
- High fidelity wireframes
- Interactive Prototyping
- Micro-interactions
- Design Systems
- Infographics
- Illustrations
- Augmented Reality
- Internet of Things

### Tools

- Figma
- Adobe CC (XD, PS, AI)
- JIRA
- HTML & CSS (basic)
- Others.

## Experience

7+ Years

**Bharti Airtel Ltd.**  
Lead Product Designer

Remote | Bangalore  
Sep 2022 - Present

- **Established & Integrated Design System:** Successfully implemented a comprehensive design system ensuring a unified & consistent user experience across all business products and fostering a cohesive brand identity.
- **Optimized Sprint Planning & Design Decisions:** Spearheaded data-driven design decisions and strategic sprint planning, effectively balancing the needs of business, development, and customers to enhance collaboration & streamline task management.
- **Exemplified Product Ownership:** Demonstrated exceptional sense of product ownership, extending beyond IC role to support scaling-up capabilities of Airtel IoT Portal.

**Cognizant Tech. Solutions**  
User Experience Designer

Hybrid | Pune | Kolkata  
Oct 2017 - Sep 2022

- **Conceptualized & Executed Design Solutions:** Developed innovative design concepts and collaborated with cross-functional teams to achieve client goals and deliver successful outcomes across various competencies.
- **Directed Comprehensive Design Initiatives:** Drove design solutions across responsive interfaces, intranets, and both native & hybrid applications, proficiently navigating both Waterfall & Agile methodologies to deliver high-quality results.
- **Led Pre-Sales & UX Estimations:** Managed pre-sales activities e.g. RFPs, design effort estimations for UX implementation across various proofs of concept, contributing to successful client engagements.
- **Excelled in Design Operations & Stakeholder Management:** Demonstrated expertise in design operations, stakeholder management, requirement gathering, solution walkthrough resulting in successful project deliveries and generation of future business opportunities.
- **Provided Expert Consultation in Augmented Reality:** Delivered design consultation for augmented reality projects, offering tailored solutions that met specific client needs and advanced technological capabilities.
- **Facilitated Workshops & Design Advocacy:** Organised workshops, to facilitate design critiques and promote UX best practices,

**Gradestack Learning Pvt. Ltd.**  
UI/UX Designer

Noida  
Oct 2016 - Apr 2017

- **Elevated Mobile Experience through Gamification:** Improved mobile user experience by integrating gamification techniques, developing interactive prototypes, designing intuitive UI components & comprehensive heuristic evaluations to enhance usability & engagement.

**Leaf Wearables**  
Design Intern

Delhi NCR  
May 2016 - Sep 2016

- **Conducted User Research & Designed Key Assets:** Executed primary research for the website, crafted a range of screen assets for the SKIDS app & conceptualized the IoT clip-on device 'Safer,' driving innovative design solutions & enhancing user engagement.

## Achievements

### STAMP Kochi: Data Innovation Challenge / Finalist (2019)

- Achieved finalist status in a prestigious national-level Hackathon, a collaboration between Kerala Startup Mission, Kochi Metro Corporation, and Toyota Mobility, demonstrating exceptional skills in data innovation and problem-solving.

### National Convention Design Challenge / First Position (2012)

- Secured first position in a highly competitive national design competition organized by Ethos India.