

PROFILE

- **UX/Product Designer**
focused on creating **accessible & high-performance** experiences in **AI and SaaS**
- I have a **vast experience** working on complex **dashboards** to simple **websites or landing pages** across **domains** like **Aviation, AdTech**, & more
- With my **background** in **frontend development**, I focus on supporting designs with **research, user testing & design systems**.

SKILLS

Design / Research

- **Wireframing & prototyping** for responsive UI/UX Design in both **Mobile & Web applications**.
- User **research & Testing**, User **Interviews & Guides**

Tools

- **Figma & FigJam, Sketch & Invision** and **AdobeXD**.
- **Adobe Illustrator & Photoshop**

Development Skills

My development skills aid in understanding technical implication of design.

- **HTML, CSS3, & Javascript**
- **Angular, React, NextJS, Tailwind & Bootstrap**

[Behance](#) | [Dribbble](#)

WORK EXPERIENCE

Data Society/ Data Society Group ~ UI/UX Designer

JUNE 2024 - PRESENT

- Conducted **user discovery** sessions and **interviews** to gather **client requirements** and create detailed **user stories**, ensuring successful implementation that **drove consumer expansion**.
- Designed **accessible** and inclusive experiences by following to **WCAG guidelines**, implementing **responsive typography**, and creating **colorblind-friendly palettes**.
- Collaborated with **data scientists** on **AI, Data science & Aviation** projects within an **agile environment**, delivering comprehensive documentation to ensure smooth **client handovers**.
- Led a **website revamp** by mapping the existing structure, creating a new **IA**, developing **mood boards, analyzing competitors**, & delivering **low-fi wires** that contributed to the **final designs**.

Media.Net ~ UI/UX Designer

APRIL 2022 - MARCH 2024

- **Redesigned** the **lead generation form flow** through research and design, conducting **A/B testing** to refine the process, resulting in a **5% increase in submission rates within just a month**.
- Crafted a structured approach for **building design system libraries**, dynamic to mature **ad-tech white-label products**, successfully implementing it across **three different products**.
- Designed **ad banners** for brands like Volvo and Volkswagen, alongside search engine results pages (SERPs), contributing to an approximately **30% increase in click-through rates (CTR)**.

Accion Technologies Pvt. Ltd. ~ Product Designer / SE

OCT 2019 - APRIL 2022

- Successfully **bridged the gap between development and design**, playing a key role in **UI/UX design** and **writing scalable, optimized, responsive, and reusable code** for the implementation of **Accionlabs' global website**.
- **Recognized** as the **sole designer** behind the layout and visual guide of a significant **National Instrument client project**, earning me the **prestigious award**.

Received the Appreciation Accion Ace award in August 2020

Received the Team Marvel award in September 2020

Freelance Experience. ~ Product/UX Designer

OCT 2019 - JUNE 2024

- **Collaborated** with the **product manager and development team** to design a form flow implementation, resulting in a **33% increase in form submission rates**.
- Designed an engaging and visually appealing **website** that supports startups in achieving sustainability, **resulting in over 100 registrations in the first release**.

EDUCATION

BE In Information Technology ~ Mumbai University

2015 - 2019

Awarded Certificate of Excellence for securing Highest marks in the subject 'Wireless Technology' of semester 7 in December 2018.

Certified for online course Web Developer Bootcamp on www.udemy.com.

HSC, Science ~ Ramnivas Ruia College

2013 - 2015