

ABOUT

A curious soul, trying to unfold answers to complex systems through design practices. I aim to create delightful user experiences that are human-centered, scalable, and forward-thinking.

EDUCATION

Srishti Institute of Art, Design & Technology (2019-2021)

M.Des in Design-led Innovation

G H Patel College of Engineering & Technology (2013-2017)

B.E. in Computer Science

SKILLS

Conceptual

- HCI Foundation
- UX Research
- System Mapping
- Affinity Mapping
- Service Design
- Interaction Design
- Wire-framing & Prototyping

Interpersonal

- Innovation & Problem Solving
- Resource Management
- Team Management
- UX Copywriting
- Communication
- Cross-functional Team Management

EXPERIENCE

Tekion Corp

Product Designer 1

(April 2024 - Present)

- Led the extension of Tekion's CRM into an Enterprise platform, enhancing scalability and streamlining workflows across dealership networks.
- Led initiatives on various projects like lead assignment enhancements, auto de-duplication, advanced appointment scheduling, user off-boarding process and maintained core systems including the component library, notification framework and design audits.

Associate Product Designer

(Nov 2021 - Mar 2024)

- Transformed the lead management system into a comprehensive CRM for the automotive sector, improving workflows across web and mobile platforms.
- Led initiatives such as lead forms, appointment scheduling, and lead assignment rules, enhancing efficiency and user experience.

Accel Partners

Design Intern

(Aug 2020)

- Conducted user interviews and designed a communication platform, improving collaboration and information sharing among CEOs and founders.

Gemius Design Studio

Client Servicing Manager

(Mar 2019 - May 2019)

- Strategized and managed creative content for portfolio companies including Badshah Masala, Raisin, and Genius Stationery.
- Delivered design creatives on time, ensuring client satisfaction and project deadlines were met.

Pocket Pixel

Design Intern

(Aug 2018 - Oct 2018)

- Planned and designed social media content for Pocket Pixels and its product company, CreativeHub.

DESIGN PROJECTS

Philips Service Design Challenge

(Dec 2020 - May 2021)

- In collaboration with IBM and the Ellen MacArthur Foundation, I participated in a challenge to design solutions for circularity using Service Design and Design Research methodologies.

Global Studio Collaborative

(Jan 2021 - May 2021)

- Focused on Intercultural Exchange, Visual Thinking, Design Research, and Design Fiction throughout the project.

Design Jam by D91 Labs

(Oct 2020)

- Collaborated with Facebook - TTC Labs, DICE, and Parallel to design a trustworthy data-sharing platform leveraging Account Aggregator concepts.

Design Hackathon by Valuelabs

(Oct 2020)

- Participated in a 24-hour design challenge on "Adapting to the Changing Times – Creating Awareness, Facilitating Learning and Education," earning a consolation prize.