

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.