

## WORK EXPERIENCE

### Product Designer (UI/UX)

#### SuprSend

Aug 2022 - Aug 2023 | Bengaluru, India (On-Site)

- Revamped the website design and defined design guidelines as a core team member, which led to a **website engagement rate from 20% to 65%**
- Drove a **5.6x increase in new signups** by designing and implementing over **40+ new high-converting interior pages** including home, product pages, blog, and customer pages.
- **Implemented crucial features** including preferences settings, branding, multi-lingual capabilities, and redesigned a side navigation bar, across customer-facing dashboards by collaborating with PMs, and SWEs, **reducing support tickets by 20%**
- **Closed sales deals** by designing high-impact product features and crafting a persuasive presentation
- Collaborated with cross-functional teams and Contributed to social media & growth marketing, **leading to 43% growth in followers** each month for 12 months, and becoming the **#2 product of the day on Product Hunt**

### Product Design Intern

#### Circles.Life

Jun 2022 - Sep 2022 | Singapore (Remote)

- Analyzed a new product's market needs and consumer preferences with the core PD team and Product Managers.
- Improved design of existing products and gathered feedback from real user interviews with SG, US, and Europe-based Clients.
- Created wireframes, high-fidelity mockups, interactive prototypes, micro-animations and produced **functional prototypes with 20+ iterations**

### User Interface Design Intern

#### Pepper Square

Dec 2021 - Apr 2022 | Bengaluru, India (On-Site)

- Created customer-facing products through wireframes, storyboards, user flows, and site maps and **designed 200+ iOS/android mobile screens** for clients like Darden and Heartfulness.
- Analyzed competitors for the meditation app (Heartfulness) and worked on UX strategy with Senior Elite designers.
- The shipped product currently has ~XXXk users with an **average rating of 4.8** and above on the App Store and Play Store.

## EDUCATION

### Masters in Human-Computer Interaction and Design

Aug 2023 - May 2025 | Bloomington

Indiana University Bloomington

### Bachelors in Information Science and Engineering

Aug 2018 - Oct 2022 | Bengaluru

Visvesvaraya Technological University

## TOOLS

Figma, Adobe Creative Suite  
Webflow, Framer, Zeplin, Miro, Android Studio, Visual Studio Code (HTML5, CSS3, Java Script), X Code

## SKILLS

### DESIGN

Visual Design, DesignSystems  
Style Guides, Brand guidelines,  
Wireframing, Prototyping, Information Architecture, User flows, Design Mockups, iOS/Android App Design, Responsive Web Design, Design Strategy

### RESEARCH

User Interviews, Design Thinking,  
Heuristic Evaluation, Usability Testing,  
A/B Testing, Affinity Diagramming,  
Design Documentation, Journey Mapping, Data Visualization

### COLLABORATION

Communication, Cross-functional Stakeholders interviews,, Agile Methodology, Stakeholder Presentations Detail-oriented, Design Workshop Problem-solving

### AWARDS

#### 3-Day Open Innovation Hackathon

Winner | DoCoGen | July2021