

Summary: Data-driven Product Designer with over 4 years of experience in B2B, healthcare, finance & Ed-tech. I leverage my technical background to effectively communicate with developers, ensuring seamless collaboration with cross-functional teams, and building robust design systems. My specialties include: UX, UI, Flows, wireframes, Mocks, and Prototypes.

WORK EXPERIENCE

Digital Product Designer/ FBS SecuritiesUS | SEP 2024 - Present

- Boosted average session time by 5+ minutes and increased weekly traffic by 70% by restructuring the FBS website's **information architecture** and adding interactive tools like retirement calculators and risk assessments.
- Built AI advisor agents and integrated them into a chatbot using **Voiceflow and LLMs**, automating **financial journey maps** boosting client retention by 20%.
- Implemented secure client and partner login portals using PHP, cutting manual outreach by 60%.

Sr UX Project Manager / Sea Scope Inc.US | MAY 2024 - SEP 2024

- Boosted student engagement by optimizing newsletters on Canva for **520+ students** improving aquatic activity communication.
- Proposed design improvements leading to a 25% increase in user engagement and registrations.
- Conducted mental health **surveys** pre- and post-activities, leveraging data to secure additional grants.

UX Research & Design / IU Simon Cancer CenterUS | AUG 2023 - MAY 2024

- Innovated a CLL Mind Map with a cross-functional team, enhancing communication among **healthcare** professionals and patients.
- Implemented impactful user interface design changes for the CLL Mind Map, focusing on a user-friendly interface and interactive elements aligned with **WCAG** guidelines for **accessibility** and navigation.
- Designed and implemented a **scalable design system** in Figma, standardizing components and styles.

Product Design – Project Lead / Comet LabUS | AUG 2022 - MAY 2024

- Led 2 researchers and 2 designers in primary and secondary research, ensuring a user-centered design approach.
- Conducted usability testing with 50+ users, using heuristic evaluation and user personas to enhance UX by 30%..
- Created training modules with Employee Product Management as the USP, aligning business objectives with user needs.

User Experience Designer/ FinchUXUS (Remote) | JUN 2022 - AUG 2022

- Contributed to 7+ end-to-end projects, leading the Delightree website redesign, enhancing digital training and management.
- Created interactive design solutions using **prototyping** methodologies, optimizing user interactions through **A/B testing** and refining designs based on user feedback in a fast paced startup.
- Utilized **HTML5 and CSS3** to resolve issues from heuristic evaluation and SUS surveys using affinity diagrams and empathy map increasing task success rate by 40%.

User Experience IT Trainee / Fidelity Information ServicesUS (Remote) | JUN 2021 - JUN 2022

- Streamlined user journey for credit check algorithms in **Banking**, developing mockups and high-fidelity prototypes in Figma to optimize **B2B sales** user experience and functionality through qualitative user research.
- Improved product usability by 15% by designing distinct user flows for fintech admin and employee roles.
- Enhanced UI design with thoughtful typography and color theory, resulting in visually appealing and effective designs.

SKILLS

- Design:** Information Architecture, Interaction Design, User Journey Mapping, Visual Design, Design Systems, Personas, Task and User Flows, A/B Testing, Prototyping, Wireframing.
- Research:** Qualitative Research, Quantitative Research - User Interviews, Observations, Usability testing, Surveys, Contextual Inquiry, Heuristic Evaluation, Think-Aloud, SUS score calculation.
- Tools:** Figma, Voice Flow, WordPress, Qualtrics, Slack, Adobe XD, Jira, Sketch, Miro, HTML5, CSS3

EDUCATION

MS in Human-Computer Interaction / Indiana University – Indianapolis, USA3.9 GPA

B.Tech in Computer Science Engineering / Visvesvaraya Technological University, India3.7 GPA