

Award-winning Designer with years of experience in B2B/B2C, e-commerce, and system design across diverse industries, including products, non-profits, and startups.

Experience

Senior User Experience Designer | 7-Eleven

Hybrid, US | January 2025 - Present

- Crafting end-to-end B2B design experiences for admin and merchant portals, streamlining complex workflows to enhance operational efficiency and user productivity.
- Collaborated with cross-functional teams to design and implement a fully automated tax system, achieving a 10x increase in efficiency for the internal tax team.
- Developing a robust design system for the admin portal, ensuring consistency, scalability, and a seamless user experience across the platform.

Product Design Consultant | Hoosier Community Network

Remote, US | November 2024 - Present

- Spearheading digital transformation projects for the Township Public Library and small businesses by leveraging data-driven strategies and facilitating brainstorming sessions with clients to enhance user engagement.

Product Designer, Social Impact Partner | Wikimedia Foundation, Wikipedia

San Francisco, California | January 2024 - August 2024

- Designed and implemented a gamification model within Wikipedia to enhance user engagement and increase contributions.
- Leveraged AI to personalize learning experiences for Wikipedia's 4.9 billion users, resulting in a 20% increase in user engagement and a 35% rise in first-time contributors.
- Led concierge experiments with 5 subject matter experts and 18 intercept interviews, identifying barriers to user contributions and developing strategies to enhance engagement and confidence.
- Collaborated with cross-functional teams, including product managers, engineers, and designers, to create strategies where readers gain confidence in editing Wikipedia pages through gameplay, enabling the system to generate new knowledge.

Creative Designer | Motorola Mobility

Bangalore, India | January 2021 - July 2023

- Managed multiple end-to-end B2B & B2C product launches for a 60 million-user base, focusing on retention and engagement.
- Collaborated with cross-functional teams, including Customer Relationship Management, Social, and Web Publishing teams, to enhance website efficiency by 10x through responsive design and improve user engagement across social media platforms.
- Led the Global CRM design team, driving a 28% increase in retention and \$100M incremental revenue across 32 countries.
- Conceptualized and designed CRMs, social media posts, promotional campaigns, and UI screens for mobile and desktop, driving a 40% increase in engagement by aligning strategies with user needs and presenting inclusive ideas.

Achievements

- Adobe Digital Edge Awards 2024 - Global winner in the Art & Design category for the project SOUL: The Smart Wallpaper.
- Adobe Digital Edge Product Spotlight Award 2024 - Global winner in the Product Prize category for utilizing Adobe Firefly.
- MBG Bravo Award - Innovation FY 2022/23 January | MBG Global Marketing (Motorola mobility)
- MBG Team Excellence Award FY2122 | Global CRM Team (Motorola Mobility)

Education

Master of Design, Human-Computer Interaction (HCI) | August 2023 - August 2024

California College of the Arts | San Francisco, California

Bachelor of Design, Visual Communication Design | August 2017 - May 2021

PES University | Bangalore, India

Skills

Product Design: A/B Testing, Branding, Data Visualization, Design Systems, Experience Mapping, Information Architecture, Interaction Design, Motion Graphics, Rapid Prototyping, User Interface, User Experience Design, User Interviews, Usability Testing, User Flows, User Research, Visual Design, Wireframing.

Design Strategy: Business Model Canvas, Competitor Analysis, Market Research, Service Blueprint.

Tools: Figma, Adobe Creative Suite, Jira, Miro, Mural, HTML, CSS, Sketch, Procreate.