

Professional Summary

Product Designer with 5 years of experience solving complex problems across B2B and B2C products. I combine a user-centred approach with strong business and visual design foundations, shaped by my background in commerce and graphic design. I'm particularly interested in designing AI-powered experiences and using AI-assisted workflows and rapid prototyping to explore ideas, validate concepts, and bring products to life faster.

Professional Experience

- Product Designer, Nutrabay (Health and wellness e-commerce startup)

01/2024 – 08/2025

  - Led end-to-end redesign of the purchase journey (Homepage, PLP, PDP, Cart, Checkout) for a 5M+ user platform, using funnel analysis and behavioural research to increase homepage-to-PLP conversion from 14% to 30% and reduce drop-offs by 18%.
  - Designed the back-end homepage content editor, enabling marketing and merchandising teams to build and publish sections independently, and the admin workflow for refund and return management, cutting refund processing time by 50% and significantly reducing related customer support queries.
  - Built and scaled the Nutrabay design system, defining structured components, tokens, and documentation in collaboration with engineering, reducing UI inconsistencies and significantly shortening design-to-development handoff time.
- UX/UI Designer, FreshPrints (US Based Customer Merch Builder)

05/2023 – 12/2023

  - Redesigned product discovery and detail pages by conducting user interviews and analysing click-through rate, funnel performance, and product-level behavioural data, reducing drop-off by 28%.
  - Designed a personalised recommendation feature from scratch using qualitative and quantitative user data, reducing task completion time by 50%.
- Associate Product Designer, ChefKart (On-demand chef booking app)

10/2022 – 04/2023

  - Led primary field research and usability sessions with 50+ low-literacy, low-smartphone-experience users and redesigned the partner-side application into a visual-first, accessible experience powered by text-to-speech, increasing partner engagement from 20% to 75% and adoption by 40%.
  - Designed and launched a wallet feature from scratch to simplify earnings tracking, reducing payout-related support queries by 41%.
- Visual Designer, Grapes Digital (International ad agency)

06/2019 – 03/2021

Designed 500+ marketing creatives for international brands, increasing engagement and brand consistency across platforms.

Education

- Msc User Experience Design, Kingston University, London

09/2025 – 09/2026 (Expected)

Relevant Coursework: HCI, Interaction Design, Human-AI Interaction, Design Thinking
- Bachelor of Commerce, Gargi College, Delhi University

06/2016 – 06/2019

Awards & Recognition

- [Nominated \(Berlin UX Design Awards\)](#)

15/06/2026

Designed Moodmate, a passive mood tracking IoT bracelet and a companion app powered by AI.
- Winner, Bright Ideas Competition (Kingston University)

11/02/2026

Pitched Moodmate to industry leaders, securing **£1,000 in funding** for further development.
- Winner, UXHack Hackathon (UX Hack)

05/10/2025

Redesigned the new-tab experience for a developer-focused browser within 48 hours.

Skills

**Design Skills** — User Flows, Wireframing, Prototyping, Usability Testing, Visual Design, Motion Design, Human-AI interaction design, User Research, Journey Mapping, UX Analysis, Interaction Design, Accessibility (WCAG)

**Tools** — Figma, FigJam, ProtoPie, Adobe Creative Suite, After Effects, Miro, Notion, Mixpanel, Google Analytics

Certificates and Diplomas

- Professional Certificate in UI Design, Glasgow Caledonian University

2022
- Professional Diploma in UI Design, Glasgow Caledonian University

2021