

## Summary

- 10+ years of experience in UX, Usability, Product Design and User Research.
- Experience in IoT, Automobile, Telecom, Fintech and Infrastructure industry
- Building and collaborating using Figma, Sketch, Invision and Miro.
- User Experience Design Consultant at Vodafone, UK (Remote)
- PG in Product Design from Indian Institute of Crafts & Design, Jaipur
- Team player with experience of working and leading diverse teams. I specialise in designing product and services using AI-UCD methodologies, holistic design, Agile practitioner.
- Managing end-to-end UX lifecycle, and design delivery, Requirement gathering and Design brief, User research, User interview, User journey, Visual Story boarding, Interaction design, User interface design, Design workshop, Service blueprint, Wire-framing, Prototyping, User testing, Design System (DSM).

## Experience

### Product Design Lead, Ness Digital Engineering — Dec, 2024 - Present

Pune, India · Hybrid

- Led and managed a high-performing 5-member India UX team, overseeing end-to-end UX member hiring, and professional development.
- Standardised UX design frameworks and processes, ensuring seamless delivery and high-fidelity implementation across a global project portfolio.
- Spearheaded the AI-UX strategy, bridging the gap between complex machine learning technologies and intuitive, human-centred user experiences.
- Cultivated a co-creative global design culture through structured mentorship, knowledge-sharing initiatives, and cross-functional collaboration.
- Directed the full UCD lifecycle, from initial discovery and research to interaction design and final delivery, maintaining rigorous quality standards.
- Managed complex stakeholder relationships across multiple time zones, aligning design goals with business objectives and technical constraints.
- Implemented a robust design review and feedback system, ensuring visual consistency and interaction excellence across all digital touch-points.

### UX Lead, Lemma technology — Jul, 2024 - Oct, 2024

Pune, India · On-site

- Leading UX team with Interaction design, UX design process and framework, mentoring, knowledge sharing, review delivery, maintain quality and consistency.
  - Design navigation for Web platform and Mobile application.
  - UX collaboration with Product and Technology team.
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- Gate keeper between Product team and Tech teams with UI, UX and Interaction standard.
- Drive the vision for future products.
- Maintain DSM and guide UX and Product team.
- Look at the big-picture, maintain UX across different channels with UX writing.

### **Senior UX designer, YUJ Designs — Nov, 2021 - Dec, 2023**

Pune, India · Remote

- UX consultant for Vodafone UK team, contributed as an individual contributor for HMD project UX team.
- At Vodafone, I closely collaborated with product owners, development team to take project from ideation to delivery, user persona, user research, insights, wireframes, user testing, final mocks and design delivery, internal design team collaboration for design system.
- At YUJ, I picked up few projects and contributed within my capacity - Created Information Architecture for Tata Motors, Fleet Edge Bus project.
- Contributed in Maruti research team to take user interviews of new EV-car owners, document individual interactions leading to valuable insights.
- Lead AI-UCD process renovation, managing 5 people team.
- Responsibility - Client facing, closely collaborate with CEO, Design lead, UI and development team for UX strategy and design delivery, lead a 5 people design team.

### **Senior Usability Designer, Vayana Network — Nov, 2020 - Oct, 2021**

Pune, India · Remote

- Fintech, successfully delivered GBS - Good Business Score
- Suggest/co-create with sales and development teams to increase user engagement, decrease friction with the existing platform and products.
- User research - Successfully conducted 20 user interviews, business owners from different domains.

### **UX Designer, Singularity Automation — Feb, 2020 - Oct, 2020**

Bengaluru, Karnataka, India · On-site

- SecurePass - A contactless access control system with remote visitor management system and contactless temperature scanner.
  - Deliver end to end mobile and web design solutions for Singularity IOT platform. Looking at big picture, help predict, communicate and build Design Systems.
  - Deliver wireframes, interactive prototypes, WIX design to communicate to the development team.
  - Understand existing workflow of the industry.
  - Agile delivery - prioritisation & collaboration with teams & stakeholders (take priorities from CEO & consolidate Branding, Sales, User feedback)
  - Designed Website, Mobile App, Dashboards and Design interactions
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## **UX Designer, HPS Lab Designs — Sep, 2017 - Nov, 2019**

Navi-Mumbai, India · On-site

- Validate design ideas through user interviews and user testing.
- Understand existing workflow of the industry.
- Understand requirement and timeline, design user flow as well as the UI components.
- Collaborate with developers through the whole product lifecycle to ensure solution is achievable. Maintain a design document to ensure consistent UI.
- Keep developing the design process to ensure work is faster and more accurate and has the relevant input from all.

## **UX Design Consultant, Twist Open Innovations — Nov, 2016 - Aug, 2017**

Bengaluru, Karnataka, India · On-site

- Successfully delivered a service design project, leading to smart and harmonious apartment living.
- User interviews & ethnography study - Bangalore, Mumbai and Pune as context areas.
- Service Design - Service blueprint, User interviews. · Explore existing workflow of the industry.
- System level thinking, Interactive user stories and use cases, collaborated with development partner to create RFP document.
- Along with UX, Holistic Design and AI Chatbot Design.

## **Internship**

### **User Experience Executive, ZingoHub — Jan, 2016 - May, 2016**

Bangalore, Karnataka, India · On-site

- ZingoHub is a reward-based crowdfunding and an e-commerce platform that fosters creativity and innovation. I was leading the UX, closely collaborating with CEO, Technology, Graphic, Marketing and Photography team.
- Responsibilities - Direct report to CEO, Lead UI and UX, web interaction design, Collaborate with development, sales, graphic and photography team.

### **User Experience Specialist, TECHVED Consulting — Jun, 2015 - Jul, 2015**

Mumbai, Maharashtra, India · On-site

- User Experience Design consultancy based at Mumbai
  - During this time I worked as UX specialist with UX researchers and product managers to successfully delivered multiple projects.
  - Projects - Usability testing for Vodafone India app, Conceptualised and system design for Ergo insurance - intranet employee communication, Dentist website.
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## Education

- **POP-UP school, Flame University** - Interaction Design 2024
- **IICD- Indian Institute of Crafts and Design, Jaipur, India** - Hard Material Specialisation, Class of 2016
- **Biju Patnaik University of Technology, Odisha, India** - B'Tech in Computer Science, Class of 2013

## Volunteer

**Bakul Foundation, Bhubaneswar, Odisha, India**- 2010 - Presents

**The Index Project** (<http://designlab.ee/>) - 2013

## Skills

Managing design teams, End-to-end UX lifecycle and design delivery, Requirement gathering and Design brief, User research, User interview, User journey, Visual Story boarding, Interaction design, User interface design, Design workshop, Service blueprint, Wire-framing, Prototyping, User testing, Design System (DSM), Animation, Icon

## Tools

Figma, Axure RP, Invision, Miro, Sketch, Confluence, Adobe Suite, Github and more

## Hobbies

Road cycling, Cooking, Photography, Hand drawing, Material and colour exploration, Video editing, Aquascaping

## Awards

**DesignLab\_Orissa, Bhubaneswar - Innovative Program Award 2014.**

- Index: Design to Improve Life Education, Class of 2013
- Studied Index: Design to Improve Life Compass in a twenty days rigorous workshop.
- Worked with diverse team from four different countries Denmark, Estonia, Nepal and India

## Address

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