

Summary

- I am Pune India based Interaction Designer and consultant.
- 10+ Years of UX Leadership: Extensive experience in end-to-end Product Design, User Research, and Usability across Start-ups and MNCs. Telecom (Consultant for Vodafone UK), Fintech, IoT, and Automotive industries.
- Key tools: Specialised in AI-UCD methodologies, leveraging Figma, Claude AI, Codex, Axure RP to accelerate workflows and scale Design System, Agile practitioner.
- End-to-End Delivery: Expert in driving the full product lifecycle using Interaction design, user research, prototyping and service design expertise.
- Cross-Functional Collaboration: I help bridge the gap between business leadership (CEO/CTO), product strategy, and technical execution (Architects/Developers) to deliver end-to-end digital solutions.

Experience

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

Pune, India · Hybrid

- **Dual Leadership & IC Focus:** Lead and scale the India Design Hub as an extended responsibility, reviewing 100+ resumes to hire the best design talent through 20+ direct interviews, onboarding, and ongoing mentorship.
 - **Project Work:** Worked UX lead driving the end-to-end UX lifecycle, and interaction design delivery for Dover Corporation: Systech One tracing solution.
 - Hands-on interaction design with strategic leadership, partnering directly with US and UK business leaders to align on product vision, success matrices, and seamless cross-timezone execution.
 - Took complete UX ownership to unblock engineering and development teams, mapping out precise interaction states and edge cases to keep high-priority Agile product sprint timelines on track.
 - Worked on the foundational layout concepts, task flows, and complex interactive user journeys for core enterprise modules, including Country Compliance, Supply Chain Networks, and the Test Data Generator.
 - Maintained a holistic, big-picture overview of the platform ecosystem to successfully connect interdependent workflows, including audit logs, push notifications, global filters, collaborative actions, and user settings.
 - Modernise, document, and scale the global enterprise Design System in Figma, running strict heuristic audits to ensure pixel-perfect layout delivery and adherence to WCAG accessibility compliance.
 - Eliminated design debt by spearheading ongoing peer reviews, providing tactical, actionable feedback on interaction states, and establishing precise guidelines for step-by-step developer handoffs.
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- Reduced stakeholder approval cycles by 60% by introducing rapid, AI-assisted interactive prototyping workflows that accelerated user validation and usability testing.

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.
- 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.
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- 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 UX Designer, HPS Lab Designs – Sep, 2017 - Nov, 2019

UX Designer, Ajjas — Oct, 2017 - Nov, 2019

Navi-Mumbai, India · On-site

- Where is my vehicle? Answering this with cutting edge GPS tracking and monitoring system. Ajjas is an Internet Of Things based device with fall alerts and theft detection for vehicles.
- Direct report to the CEO, took end-to-end design responsibility for the mobile and web applications.
- Understand existing workflow of the industry. Validate design ideas through user research, interviews and user testing.
- Develop user flows, design user Journeys, develop and maintain a design system.
- **Stakeholder management:** Closely collaborate with CEO, CTO to prioritise the user stories and developers through the whole product lifecycle, collect user feedback on features and product, suggest outcome and changes to the team. Maintain a design document to ensure consistent delivery of the desired UI.

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.
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- Projects - Usability testing for Vodafone India app, Conceptualised and system design for Ergo insurance - intranet employee communication, Dentist website.

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, Claude AI and more.

Hobbies

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

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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