



EXPERIENCE

Valuelabs

Apr 2024 - Present

Product Designer

- Currently leading the end-to-end design and development of an AI-driven data visualization platform for QuestBrand by The Harris Poll, integrating Harris Poll insights to enhance market research analysis. Built the AI framework from scratch—conceptualizing, designing, and implementing it—while also developing new modules to streamline survey management and ad performance tracking. This ongoing project is revolutionizing how brands interpret consumer sentiment, optimizing decision-making and efficiency.
- Partnered with Amazon to develop an internal ad creation and survey management portal, reducing ad campaign setup time by 30% and enhancing internal team productivity.
- Designed an internal portal for MasterCard to streamline the management of customer bank account details, improving data accuracy by 20% and reducing customer service resolution time.
- Collaborated with Shutterfly to design a school photography website tailored for non-tech-savvy parents and grandparents, resulting in a 25% increase in successful orders within the first quarter of launch.
- Conceptualized and designed the Meridia compliance portal to support EU Deforestation Regulation (EUDR) requirements, enabling companies to monitor commodities like cocoa, rubber, and palm with improved process efficiency.

Beem

Aug 2022 - Mar 2024

Product Designer

- Collaborated with Zendrive to design an auto insurance feature, achieving a remarkable 15% increase in user engagement within the first month of implementation.
- Contributed to the strategic growth of the company through designing a personal finance management feature which has affected over 70,000 users.
- Created a comprehensive design system, empowering fellow designers within the company to ensure cohesive and efficient design across projects ensuring a 30% reduction in turnaround time.

Engagedly

May 2022 - Jul 2022

UX Design Intern

- Conceptualised and designed the talent mobility tool on the company website, employing wireframes, prototypes, and user research to refine the design.
- Achieved substantial enhancements in user experience and upheld branding consistency, leading to significant improvements in usability and overall presentation.

EDUCATION

Computer Science Engineering (B.Tech)

Aug 2019 - Apr 2023

University Of Engineering And Management

CGPA - 8.75

UX Designing

Dec 2021 - Apr 2022

[Google Coursera Certificate Course](#)

SKILLS

Skills

Tools

Interaction Design Branding + Identity
User Research Creative Strategy
Visual Design A/B Testing

Figma HTML/CSS
Illustrator Javascript
Blender React