

Profile Summary

- **Adept at steering multidisciplinary design teams** & fostering cross-functional collaboration to align product experiences with strategic business objectives & stakeholder expectations.
- **Proficient in leveraging human-centered design principles** and design thinking methodologies to enhance usability, streamline workflows & elevate user satisfaction.
- **Demonstrated expertise in optimizing interaction and task flows**, resulting in significant reductions in operational errors, cognitive load, and user friction.
- **Committed to designing accessible and inclusive user experiences**, ensuring products are usable by people of diverse abilities and meet accessibility standards.
- **Skilled in translating complex user requirements and business imperatives** into elegant, intuitive, and responsive interfaces that balance aesthetic appeal with functional efficacy.
- **Experienced in mentoring and nurturing junior designers**, fostering a culture of innovation, rigorous design standards, and continual skill development.
- **Competent in harmonizing UX strategies with organizational objectives** to achieve measurable outcomes, including improved retention, engagement & platform efficiency.
- **Adept at driving design initiatives within Agile and SAFe frameworks**, ensuring iterative delivery, timely execution & seamless integration with development lifecycles.
- **Demonstrated capability in identifying latent user needs and pain points**, and devising actionable design interventions that significantly enhance user experience.
- **Proven success in managing multiple high-impact projects** across heterogeneous industries, maintaining design consistency and quality standards under tight timelines.
- **Skilled in synthesizing complex workflows, data, and requirements** into coherent, user-centric design solutions that are scalable and sustainable.
- **Accomplished in leveraging strategic insights and UX research** to inform design decisions that optimize operational processes and business outcomes.
- **Passionate about advancing digital experiences** through innovative, research-driven design solutions that address real-world challenges and deliver measurable value.

Work Experience

	May 2023 - Present Identicube, Delhi User Experience (UX/UI) Designer & Team Leader
	• End-to-End Product Leadership: Strategically planned, coordinated, and executed the full design lifecycle for five client engagements, leading and mentoring a multidisciplinary team of eight designers. • Cross-Functional Collaboration: Partnered with design & marketing teams to ensure timely delivery within budgetary constraints while consistently surpassing client expectations. • Design Quality & User Engagement: Maintained rigorous design standards and user-centric principles across all projects, enhancing product engagement and client satisfaction.
	June 2022 - April 2023 1-2-TASTE, Tamil Nadu & Netherlands User Experience (UX/UI) Designer & Team Leader

Core Competencies

Business-Centered Design
Conversion Rate Optimization (CRO)
Human-Centered Design (HCD)
Heuristic & Expert Evaluation
Behavioral Analytics & Data-Driven UX
Agile, Scrum & SAFe UX Integration
Design Thinking & Ideation
Interaction Design (IxD)
Information Architecture (IA)
Wireframing, Low-Fidelity Prototyping & High-Fidelity Mockups
Responsive & Adaptive Design
Mobile-First & Cross-Platform Design
Microinteractions, Animation & Motion Design
Design Systems & Component Libraries
Atomic Design & Modular UI
Accessibility (WCAG 2.1/3.0, Cognitive & Visual Accessibility, Keyboard & Assistive Technology Navigation)
Inclusive & Equitable Design
AR/VR & Immersive Interfaces
User Journeys & Experience Maps
Persona Development & Empathy Mapping
Task & Interaction Flows
Usability Testing & A/B Testing
User Feedback Loops & Iterative Design
Contextual & Adaptive Interfaces
Content Strategy & Information Hierarchy
Gamification & Engagement Strategies
Storytelling & Narrative Design
Cognitive Load Reduction
Error Prevention & Recovery Design
Predictable & Learnable Interfaces
Cross-Functional Collaboration
Rapid Prototyping & Concept Validation
DesignOps & UX Workflow Optimization
Digital Accessibility Audits & Compliance
Analytics-Driven UX Optimization

Soft Skills

- Leadership Competence
- Analytical Problem-Solving
- Collaborative Teamwork
- Exceptional Interpersonal Skills
- Effective Decision-Making
- Critical Thinking

- **Team Leadership & Platform Revamp:** Directed a cross-functional team of three designers and two developers to revamp and restructure the platform's user experience, reducing bounce rates by 30%.
- **Product Innovation & User Retention:** Conceptualized and implemented the Reorder mobile application, streamlining the ordering process into three steps and increasing DIY (Do-It-Yourself) order retention by 23%.
- **Strategic UX Integration:** Integrated design thinking methodologies with business strategies, optimizing platform efficiency and reducing customer complaints by 72%.

Sep 2021 - April 2022 | MobileProgramming, Remote | User Experience (UX/UI) Designer

- **Experience Redesign & Error Reduction:** Reimagined the user experience for Easyplan (Work Instruction Authoring), introducing a novel perspective that reduced operational errors by 40% and improved user efficiency.
- **Enterprise Tool Optimization:** Enhanced Polarion's enterprise-grade process management tool by designing Team Overview and Dashboard modules, mitigating cognitive overload by 15% and improving user story management efficiency within a SAFe framework.
- **Application Development & Workflow Improvement:** Architected Borrego's Operations & Maintenance application from inception, reducing support team turnaround time by 15% and improving operational workflow.

Jul 2021 - Sep 2021 | WAABZ, Remote | User Experience (UX/UI) Consultant

- **User Flow Optimization:** Redesigned and optimized the user flow of a referral-based job portal, leveraging behavioral insights to enhance user retention by 15%.
- **Interface Simplification & Usability Enhancement:** Streamlined key workflows and simplified interface elements, improving task completion efficiency and overall user satisfaction.

Jun 2019 - Jul 2021 | Athmin Technologies, Noida | User Experience (UX/UI) Designer

- **End-to-End Product Design:** Led the experiential design of 13 web and mobile products & contributed as a core designer on seven strategic projects.
- **Team Mentorship & Quality Assurance:** Managed and mentored a design sub-team comprising two interns and one UI designer, delivering high-quality user experiences across nine projects spanning diverse industries.
- **Standards & Innovation:** Ensured adherence to usability, accessibility, and design standards while fostering innovation and operational efficiency within the team.

Industries Served

E-commerce, SaaS, Healthcare, Fintech, Construction, Logistics, Manufacturing, Agritech, AdTech, Medical, Solar & Semiconductor, Networking, Lifestyle, ALM (Application Lifecycle Management), Employment, Consultancy, Services

Education & Credentials

- **2020 | B.Tech in Information Technology** | GGSIP University, Delhi
- **2016 | Diploma in ITES&M** | BTE Delhi, Delhi

Project Details (28+)

B2B / Enterprise Solutions:

- **Manufacturing & Engineering:** Promasch, Hopfirst, Easyplan PLM, Polarion-Siemens, Pronnel, Athmin, Instasite, Perfarm
- **Technology & SaaS:** 12taste, Comfort Engineers, Borrego Solar O&M, MyInterview, Ferey, BidsSource, Qmulate, GM Led – Ads Tracking, Penumbra, Adscar

B2C / Consumer-Facing Solutions:

- **Health & Wellness:** Illuminate Health, Binnoba, Activewake, Insureteck
- **Retail & E-Commerce:** Crofarm (otipy), Pickright Stocks, Globalvote, Konnecto, Job Shifarish, Parkspot, TG Distributor

Technical Skills

- **UX/UI Design & Prototyping:** Wireframes & Mockups, User Flows, Interaction Flows, Task Flows Analysis, Concept Maps & Sketches, Design Language, Moodboards, Storyboarding, User Stories & Use Cases, Micro-interactions, Transitions, Splash Screens, Navigation Animations
- **User Research & Analysis:** Personas, Journey Mapping, Competitive Analysis, Heuristic Evaluation, Card Sorting, Usability Testing & Evaluation
- **Design Tools & Platforms:** Figma, Sketch, Adobe XD, Marvel, InVision, Axure RP, Adobe Creative Suite, Zeplin
- **Design Principles & Methodologies:** User-Centric Design, Mobile-First Design, Responsive Design, Agile & SAFe, Design Systems, Human-Computer Interaction, Accessibility & Compliance: WCAG standards, inclusive design integration
- **Motion Graphics:** Creation of interactive animations, transitions, and visual storytelling elements to enhance user engagement and interface interactivity