

## Professional Summary

With 5+ years of experience in collaborative end-to-end design process, I bring strategic & entrepreneurial thinking in the UX Design process. I have worked both in large organizations and early-stage startups across E-commerce, Healthcare, & EdTech on consumer web & mobile experiences owning the entire product lifecycle.

## Experience

**Lead AI Product Designer | Context QA | AI SAAS Startup | USA** Feb 2025 – present

- Designing the B2B Human-AI Interaction experience for a QA AI Agent used by software teams while managing 1 UX Designer.

**Product Designer | Propello, NE | Edtech Startup | USA** May 2024 – Feb 2025

Researched, strategized, designed and launched an assessment & reporting platform for schoolteachers in the US helping improve student outcomes signing up 62000+ students & 300 teachers at launch.

- Spearheaded & conducted user research, market research, ideation workshops, created wireframes, information architecture, visual design, hi fidelity designs & prototypes while collaborating with leadership, PM, engineering, marketing, content, and design.
- Created 30 + reusable & accessible design components & contributed to the Design system improving design efficiency.
- Initiated the AI integration project, researching & designing UX for Gen AI features reducing grading time by 60% for teachers.
- Secured buy-in from cross-functional stakeholders and international leadership by pitching product strategy and design.

**UX Researcher | Dell Technologies | USA** Jan 2024 – May 2024

Conducted enterprise UX research to empower researchers in improving efficiency and effectiveness of research presentations using a presentation toolkit leading to the decrease in presentation creation time by 50% and company-wide adoption.

- Designed and conducted survey, user interviews, stakeholder interviews & usability studies delivering insights on user pain points, goals and recommendations while collaborating with designers providing qualitative & quantitative data, design feedback, & usability insights.

**UX Designer & Researcher | The University of Texas at Austin | Healthcare | USA** Sep 2022 – Aug 2024

- Executed usability studies with 50+ Heart failure patients for the usage of medical devices, health tracking app and sensor based digital game app to help manage heart health impacting 121.5 M heart patients in the US.

**UX Designer | Dell Children's Ascension | Healthcare | USA** Jun 2023 – Aug 2023

- Pioneered the first-ever patient experience mobile app in the world for congenital heart disease, providing information about treatment journey & psychosocial assistance impacting 1.5 M patients and their families in the US.
- Created high-fidelity designs, visual design, voice user interface prototypes, and AI health assistant design for the iOS mobile application, using Ascension's Helix design system while collaborating with researchers, clinicians and providers.

**Design Manager | Walmart – Myntra | Ecommerce | India** Jul 2021 – Jul 2022

- Headed the creative direction for the Myntra Studio ecommerce app with 15 million monthly active users, collaborating with the UX design, engineering and marketing teams resulting in a 5% increase in conversion rate.
- Conducted 30 customer interviews, market research, analyzed consumer behavior, designed 200+ products with a new design language & product strategy making the ecommerce brand one of the top 10 ethnic brands in India.
- Implemented 50 usability studies & interviews identifying user pain points throughout the journey of shopping, receiving & using the product, resulting in a 20% reduction in product return rates in a span of 6 months.
- Mentored and led a team of 5 designers, planning & delegating work, providing constructive design feedback and help achieve their professional goals.

**Product Designer & Founder | Nefeli | Ecommerce Startup | India** Jan 2020 – Jun 2021

- Conducted research studies, analyzed user behavior & problems to create an e-commerce website reaching 0.5 M users.

## Education

**Master of Science | HCI & Product Management | The University of Texas at Austin** Aug 2022 – May 2024

**Bachelor of Design | National Institute of Fashion Technology** Aug 2011 – May 2015

## Skills

**Design, Research & Product:** Design for AI, WCAG Accessible Design, Wireframing & Prototyping, Visual Design, Discovery & Ideation, Design systems, MUI Design system, Apple HIG, Responsive Design, Journey maps, Personas, Information Architecture, Accessibility Evaluation, User interviews, Usability Testing, Surveys, Heuristic Evaluation, Product Strategy, Stakeholder Management, Market Research & Analysis, Business Canvas, GTM Strategy, Agile.

**Tools:** Figma, Framer, Adobe, Canva, Miro, Slack, Google apps, HTML, CSS, User Testing, Qualtrics, WAVE/ANDI/WCAGem, Jira.

**Certifications:** Microsoft certification in AI, CPACC Accessibility Certificate; CITI IRB certified in Social/Behavioral research