

Over 3 years of experience in Product (UI/UX), Web, and Visual Design. During an honest entrepreneurial attempt, I gained 0-to-1 expertise in product design and development in healthcare, gamification, D2C e-commerce, real estate, and non-profit. I enjoy working in close collaboration with teams across technology, business and design.

Currently, I'm learning the world of news media, reporting, and stock markets research. I'm excited to actively participate in product building; working on scalable products that reach the masses and create positive lasting impact.

Experience

Product Designer • Times Internet Limited

Feb 2023 - Present

- Currently serving as a UI/UX Designer, focusing on delivering high-impact visual designs and user experiences
- Active contributor to Subscriber Revenue pod for Economic Times and Times of India
- Lead designer for [ePaper - digital distribution revamp](#) for Economic Times, Times of India, Mirror, and Maharashtra Times
- Currently working on creating design system for ET Markets - stocks and finance website and app

Design Lead & Founding Partner • Diseno Media

Aug 2020 - Aug 2022

- Soft-launched and bootstrapped a multi-disciplinary design agency based in Delhi; specialising in Web, UI/UX, and Motion Design
- Led and closed projects for well-known clientele like Ernst & Young, GlaxoSmithKline, Bare Anatomy, and more

Digital Lead • Let's Do It, India

Dec 2019 - May 2020

- Redesigned [website layout](#) and flows, increasing average time spent, page performance optimised to 90+, cutting load time in half
- Designed social media collaterals, promotional materials, and reports
- Increased digital footprint by establishing SEO, social media presence, digital PR activation, wikipedia

Software Development Intern • Happily Unmarried

May 2017 - Jul 2017

- Created [Product Reviews Portal](#) for Ustraa from scratch using AngularJS, and Magento based APIs for collating reviews/ratings
- Worked on database migration for backend transfer from PHP to Python

Coursework & Certifications

UX Design Professional Certificate • Google - Coursera

Oct 2022 - Present

Product Manager Fellowship • NextLeap

Jul 2022 - Dec 2022

- Learned hands-on application of concepts by creating case studies for RCA, Feature Discovery & Prototyping, KPIs, and Metric Analysis
- Ideated and proposed solutions to [increase MAU for Discord](#) and [user-generated content for Glassdoor](#)

Product-led Certification • Pendo.io

Nov 2022

Education

B.Tech (CSE) • Indraprastha Institute of Information Technology, Delhi (IIIT-Delhi)

Aug 2015 - Dec 2019

- Entrepreneurial and Design Majors Project under [Prof. Dr. Pankaj Jalote](#) (Founding Director)
- Secured A and A- grades in multiple Design Courses and Majors Project

AISSCE - CBSE • The Air Force School, Subroto Park

Dec 2019 - Aug 2020

- CBSE School Topper in Mathematics and Computer Science
- Led Student Computers Club; Organized, participated and won multiple inter-school competitions, MUNs, and olympiads

Academic Projects

Optimize: Time Optimization Application • Guide: Dr. Rajiv Ratn Shah

Aug 2019 - Dec 2019

- [UX Case study](#) to create an application for productive, optimal, and mindful use of time
- Designed wireframes and regressed [high fidelity prototypes](#) based on feature prioritization, PACT Analysis, User & Scenario Corpus

Everybody Dance Now • Guide: Dr. AV Subramanyam

Dec 2019 - Aug 2020

- Implemented the [UCBerkeley research](#) for pose to pose video translation by populating pre-trained Pix2Pix GAN
- [Generated photorealistic video](#) transferring dance routine on different individual using unsupervised data

SaafCity: Swachh Bharat E-Marketplace • Guide: Prof. Dr. Pankaj Jalote

Jan 2018 - Dec 2018

- Built an [platform solution](#) to connect NGOs, Funders, and Crowdfunders for a cleaner India.
- Conducted user study, literature review, prototyping to create a crowdfunding marketplace for the Swachh Bharat Campaign

Positions of Responsibilities & Achievements

- **Cultural Co-ordinator, Student Council'18 IIITD** - Led and Curated a team of 40 students organising fortnightly events and festivals
- **Convener, Esya'18** - Led a core team of 14 guiding 220+ students across 8 different verticals for the Annual Technical Fest of IIIT-Delhi, witnessed a footfall of 10,000+ students and online coverage of 30L+ viewership
- **Operations & Logistics Head, Odyssey'18** - Managed a team of 40+ students to create infrastructure capable of hosting 8,000+ participants for Cultural Fest of IIIT-Delhi; [got featured in Times of India](#)
- Runners-Up at [Code-Off Hackathon](#) organised by Women Who Code Delhi
- Top 10 Finalist team out of 120+ teams at HackDTU 2.0
- Qualified Zonals for [Indian National Olympiad in Informatics](#)

Skills

- **Technical** - Wireframing, Rapid Prototyping, Feature Definition, Product Discovery, Journey Mapping, Information Architecture, Design Thinking, Interaction Design, Design Systems, UI Design, A/B Testing, Cohort Analysis, Feature Prioritization, Web Dev, No-code
- **Tools** - Figma, Sketch, Adobe Photoshop, Illustrator, After Effects, Framer, Webflow, Bubble, HTML/CSS, ReactJS, Notion, Jira, Git
- **People** - Empathetic, Structured Thinking, Business Oriented, Cross-functional, Collaborative, Effective Leader