

WORK EXPERIENCE

Spyne

May 2024-Present

Product Designer I

- Led the complete redesign of Spyne’s homepage and other landing pages resulting in overall CTR improvement by 11% and engagement time by 42%.
- Implemented A/B testing to drive data informed iterations of Image Editing Playground, resulting in an increase in the conversion funnel from 1.14% to 4.12%.
- Developed and implemented features for assisted shooting flow that reduced average video capture attempts from 1.66 to 1.1 per user, significantly boosting input quality.
- Revamped manual quality check flow by improving UX and adding keyboard shortcuts, cutting average QC time from 36.4 seconds to under 10 seconds.

Hex Business Innovations

Sep 2022 - May 2024

UX Designer

- Led a cross-functional team to create a referral system which helped increase referrals by 23% while reducing the Customer Acquisition Cost by 8%
- Conceived and developed Tickets feature to help 750+ small scale business owners track their employee workflows and monitor performance.
- Conducted 50+ user interviews to identify customer pain points and implemented verification in employee checkout flow leading to reduction in invalid checkouts by 14%.

ENTREPRENEURIAL VENTURE

IdolPanda

July 2020 - May 2024

Founding Team - Lead Designer

- Oversaw the end-to-end design process of a diverse portfolio of 13 clients across 5 countries, including GiveMeTrees, Canon, Impacto, Cryptocase, resulting in generating \$30k ARR.

EDUCATION

Pearl Academy

2020-2023, Delhi

Advance Diploma in User Experience and Interaction Design

SKILLS

Design

Prototypes • User flows • Rapid Iterations • Wireframes • Illustrations • Information architecture  
Motion design with After Effects • Style guides • Human computer interactions • Heuristic Evaluation

Tools

Figma • Webflow • Photoshop • Illustrator • After Effects • Lottie • Lens Studio • Blender