

CONTACT

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CORE PRACTICE

- Product strategy
- UX architecture
- Interaction design
- Design systems
- Prototyping
- Responsive UI
- Usability evaluation
- Design leadership

SECTORS

- Enterprise SaaS
- Digital identity
- FinTech & compliance
- EdTech & AI
- Health commerce
- Consumer technology

EDUCATION

B.Sc. Multimedia & Animation
Picasso Animation College
2008–2011

Digital Arts / Art & Design
Centennial College
2008–2010

LANGUAGES

English · Hindi · Marathi · Gujarati

DESIGN VALUES

- Clarity over noise
- Systems over isolated screens
- Evidence over assumption
- Craft through delivery

PROFILE

Senior product designer with 14+ years of experience turning complex business rules, user needs and technical constraints into clear digital products. My background spans enterprise platforms, identity and compliance, AI-enabled education, commerce and consumer technology across India, the UAE and globally distributed teams.

I work from problem framing through information architecture, interaction design, visual systems, prototyping and implementation—bringing product, engineering and business teams into one coherent delivery rhythm.

EXPERIENCE

UI/UX Designer JUL 2025 – PRESENT
ADDTEQ · GLOBAL

Designing responsive enterprise experiences and implementation-ready interfaces for globally used products.

- Translate complex workflows into clear information architecture, task flows and high-fidelity UI.
- Partner with product and engineering to resolve edge cases, accessibility needs and responsive behavior.
- Strengthen consistency through reusable patterns, documented decisions and detailed handoff.

Senior Product Designer JAN 2024 – OCT 2025
KIMO.AI · GLOBAL EDTECH

Created intuitive learning journeys for an AI-enabled education platform serving students across markets.

- Connected learner needs, product goals and commercial requirements through structured discovery and design.
- Developed end-to-end journeys, prototypes and scalable interface patterns with cross-functional teams.
- Simplified complex learning interactions without losing depth, flexibility or product intent.

Senior UX/UI Designer JAN 2022 – JAN 2024
CHEKK · GLOBAL

Designed identity, KYC, KYB, AML and data-portability experiences for individuals and organisations.

- Made compliance-heavy workflows easier to understand through progressive disclosure and clear status feedback.
- Led three designers and collaborated with six developers, providing direction, critique and mentorship.
- Balanced regulatory requirements, usability and accessibility across complex product journeys.

Senior UI/UX & Creative Designer NOV 2019 – DEC 2021
OPPO · UAE / GCC

Led regional digital and creative delivery across GCC markets for a global consumer technology brand.

- Created responsive website prototypes, campaign experiences, editorials, presentations and brand systems.
- Translated market expectations and analytics into consistent digital and visual communication.
- Managed design quality across web, digital marketing and print touchpoints.

LEADERSHIP & DELIVERY

PRODUCT DIRECTION — Frame ambiguous problems, connect user and business needs, and establish a coherent experience direction.

TEAM ALIGNMENT — Create shared clarity across product, engineering and design through critique, prototypes and documented decisions.

QUALITY TO SHIP — Stay close to implementation, responsive behaviour and edge cases so the delivered product retains its intent.

CAPABILITY MAP

"A practice built across craft, systems and delivery."

METHODS

- Discovery synthesis
- UX audits
- Problem framing
- Journey mapping
- Information architecture
- Wireframing
- Interactive prototypes
- Design critique
- Developer handoff

TOOLKIT

- Figma
- Framer
- Adobe Creative Suite
- 3D visualisation
- Design documentation

WORKING STYLE

- Systems thinker
- Collaborative lead
- Detail oriented
- Business aware
- Mentor and coach
- Comfortable with ambiguity

AVAILABILITY

Senior product roles
Select freelance projects
Global / remote collaboration

REFERENCES

Professional references available on request.

EXPERIENCE · CONTINUED

"A career evolving from visual craft to product systems."

UI/UX & Creative DesignerAPR 2016 – OCT 2019
NEULIFE NUTRITION · MUMBAI

- Owned concept-to-completion design across responsive web, commerce, multimedia and marketing.
- Converted marketing strategy into product interfaces, campaign concepts, layouts and production-ready design.
 - Applied Adobe Creative Suite, web and multimedia expertise across digital and print channels.
 - Supervised junior and intermediate designers while maintaining quality through final artwork.

Creative Graphic DesignerMAY 2014 – OCT 2015
CRYSTAL GALLERY · UAE

- Developed client-facing visual concepts and 3D communication aligned to business objectives.
- Interpreted briefs, shaped concepts, estimated effort and presented final directions to clients and account teams.
 - Balanced creative ambition with production constraints, timelines and commercial requirements.

3D Graphic DesignerJUL 2012 – APR 2014
BEAUTEX INDUSTRIES · MUMBAI

- Created visual concepts and 3D communication designed to inform, inspire and engage consumer audiences.
- Built compositions and product visuals with close attention to hierarchy, material, lighting and finish.
 - Established the visual craft foundation that later informed interface design and product storytelling.

Lighting / 3D ArtistNOV 2011 – JUN 2012
FAMOUS STUDIOS · MUMBAI

- Created mood, depth and realism for visual-effects and digital-animation scenes.
- Used primary and secondary lighting to integrate VFX and live-action elements into coherent environments.
 - Developed an early discipline for detail, atmosphere, visual hierarchy and narrative intent.

SELECTED PRODUCT WORK

- AI FASHION TECHNOLOGY — MODELIA** — Unified a growing set of AI creation tools into a coherent responsive product experience.
- ENTERPRISE FINTECH — DARWINBOX LOANS** — Turned policy-heavy employee lending into a guided, transparent and recoverable workflow.
- HEALTH COMMERCE — LIFE PHARMACY** — Balanced healthcare trust with fast mobile discovery, prescription flows and conversion.
- RESTAURANT OPERATIONS — DOMINO'S OLO** — Simplified operational tasks into focused mobile flows for speed and clarity.
- MENTAL WELLNESS — PAUSE** — Created a calm digital system that supports focus and recovery for creative professionals.

DESIGN PRINCIPLE

"Clarity is not simplification for its own sake. It is the deliberate organisation of complexity so people can understand, decide and move forward with confidence."

PORTFOLIO EVIDENCE

Five focused case studies show the reasoning behind the work: context, friction, design moves and outcome—not only final screens.