

User Experience Designer with 4+ years of experience creating **human-centered digital and service ecosystems**. Specializes in translating ambiguity into effective **enterprise product experiences**, leveraging **human-centered design**, **rapid prototyping**, and **cross-functional collaboration**.

EXPERIENCE

Senior Experience Designer, Stealth Mode AI Start-up

July 2025 - Present

- Spearheaded internal sludge reduction by streamlining **workflow automation** and blueprinting into a **company playbook**, improving task completion speed by 3x in early pilot.
- Built **AI-powered design service processes from concept to deployment**, defining design vision and strategy for enterprise solutions, while **streamlining intelligent systems** aligned with company goals.
- Designed and facilitated** customized **Design Sprint Kits** and research-driven workshops with **rapid prototypes**, steering **organizational strategy**, and enabling faster, clearer decision-making to accelerate transformation.

UX Designer, IBM iX

July 2021 - June 2023

- Led service blueprinting & information architecture** for Heineken’s SharpX NextGen finance dashboards on SAP Analytics Cloud, transforming reports into an intuitive, **scalable design system** adopted across 7 subsidiaries.
- Optimized Coromandel’s company-wide reporting system on Power BI by streamlining **data visualization and dashboard design**, aligning solutions with stakeholders across business units to improve clarity and usability.
- Contributed to **scalable design system components**, identifying **reusable patterns and high-value design solutions** covering multiple enterprise platforms.
- Facilitated 10+ **enterprise design thinking workshops** with clients and cross-functional teams, translating **research insights into actionable solutions** that accelerated insight generation and improved decision-making efficiency.
- Partnered with IBM’s GRID team on **business transformation RFPs**, conducting **market studies & growth research** that contributed to 20+ proposals, securing 5 client conversions & advancing IBM’s positioning in competitive bids.
- WCAG accessibility standards and inclusive design practices** embedded into enterprise products, ensuring compliance while extending usability across diverse user groups and devices.

Visual & UX Designer, The Glitch, WPP Group

March 2021 - June 2021

- Shaped **multi-platform creative visuals and campaign** assets across health and tech verticals, including Philips and Microsoft, informed by **user research and audience insights** to maximize engagement by at least 20%
- Delivered brand campaigns for 7 clients by integrating **market research and data-driven design strategies**, strengthening visibility, adoption, and client retention for new product launches.
- Developed persuasive **design prototypes and pitch decks** using research-backed insights, enabling project acquisition and securing 4+ new business opportunities through **strategic visual storytelling**.

Visual Designer & Illustrator (Freelance), Various Clients

January 2018 - March 2021

- Designed **digital interventions and brand identities** for organizations in education, health, and sustainability, translating complex challenges into visually compelling, strategic solutions.
- Conducted **ethnographic and behavioral research** to guide service innovation and brand strategy in low-resource contexts, uncovering insights that informed design decisions and strengthened brand image and visibility.
- Developed **wireframes, journey maps, visual systems, and communication frameworks** that enhanced **user connection**, resulting in high brand recognition, and aligned teams around strategic goals.

Teaching & Research Assistant, The New School, New York, USA

January 2024 - May 2025

- Served as the **instructor on record** for History of Design, teaching 50+ students, driving **engagement and storytelling** skills, and elevating 18 student projects to portfolio-ready quality, based on industry standards.
- Organised workshops on **empathy-driven and AI-enhanced design approaches**, fostering collaboration and innovation, and influenced academic discussions on empathy-driven design.

EDUCATION

Parsons School of Design | The New School, New York City

August 2023 - May 2025

MS Strategic Design Management (GPA 3.91)

Awarded the Parsons Merit Scholarship for academic excellence and design leadership potential.

Srishti Institute of Art, Design, and Technology

July 2016 - August 2020

Bachelor of Design- B.Des in Visual Communication & Strategic Branding (GPA 3.7)

SKILLS

- UX & Design Research:** User Interviews · Journey Mapping · Storyboarding · Usability Testing · Service Blueprinting · Interaction Design · Prototyping · Data-Driven Insights
- Strategy & Business:** Experience Strategy · Service Strategy · Market & Business Analysis · Process Optimization · Product & Service Roadmapping · Behavioral Insights · Stakeholder Alignment
- Stakeholder & Collaboration:** Stakeholder Mapping · Cross-Functional Alignment · Workshop Facilitation · Consensus Building · Strategic Communication
- Tools & Methods:** Figma · FigJam · Miro · Adobe Creative Suite · Sketch · Dovetail · Notion · Jira · Agile · Design Thinking · Human-Centered Design