

With 10 years of experience across fields, I bring a unique blend of visual storytelling, brand thinking, and user-centric design to my role as an all round builder. My transition into product design was driven by a desire to solve real user problems through thoughtful, scalable digital experiences. I thrive at the intersection of creativity and functionality, combining strong visual craft with strategic and brand thinking to design products that are not only beautiful but also intuitive and impactful. Collaborative by nature, I enjoy working closely with cross-functional teams to bring ideas to life and deliver value at every stage of the product journey.

WORK & EXPERIENCE

- SUPERLINEAR TECHNOLOGIES PVT. LTD. (SUPERR.AI)

Senior Product Designer

RemoteAPR'25- PRESENT

Direct design strategy and end-to-end execution for an AI-driven innovation pipeline, transforming complex pedagogical challenges into intuitive digital learning tools. Architect scalable design systems and integrate AI-enhanced workflows to accelerate product delivery and team efficiency.

→ Architecting agentic UX patterns for an AI Tutor and Predictive Dashboard, utilising student 'knowledge graphs' to deliver real-time, proactive insights—directly applicable to intelligent monitoring.

→ Defining UX patterns for a tech-native audience, focusing on seamless human-AI collaboration that prioritizes learning retention over automated completion.

→ Evolving multi-product Design Systems using AI-integrated tools to automate component creation, ensuring rapid scalability and high-fidelity experimentation.

→ Driving cross-functional squads to identify and deploy emerging AI technologies, aligning technical feasibility with high-impact user experiences.
- EPIFI TECHNOLOGIES PVT. LTD.

Senior Product Designer

BengaluruAPR'21- APR'25

Led end-to-end design for AI-integrated fintech features and investment products, specialising in high-trust onboarding and automated decision-making flows that resulted in a 4x conversion increase

→ Redesigned investment onboarding and simplified plan structures, resulting in a 4x increase in conversion for key flows and a 65% uplift in premium tier adoption.

→ Improved product discovery and onboarding journeys, leading to a 10% increase in relevant product landing.

→ Designed major campaigns that secured 3.3M waitlist applicants, a 350% boost in interactions, and 200% social media growth.

→ Merged user research with cohesive brand expression to build seamless, high-trust investment experiences.
- DENTSU WEBCHUTNEY

Art Director

BengaluruAPR'20- APR'21

Leading and assisting in direction and managing content on brands like YouTube, Swiggy, OkCupid, Flipkart, IKEA and more; mainly working on ideation and execution of social media campaigns, pitches and BAU content.
- THE GLITCH

Art Director

MumbaiMAR'18- MAR'20

Assisted in managing and brainstorming on Social Media and Title based promotional and marketing assets for Netflix's titles mainly including Sacred Games 1 & 2, Bard of Blood, Narcos: Mexico, Ghoul, Drive and many more. Worked on mostly video assets like trailers, marketing assets and social media assets.

GOALS

- Blend creativity with strategy
- Design with users at the core
- Build a cohesive brand story
- Stay current and curious

INTERESTS/SKILLS

- Agentic UI+UXProduct DesignCreative & ArtDirection
- FigmaBrandingMarketingAdobe Creative Suite
- Cinema 4DAnimationPhotography