

## Summary

Designer, mentor and ex-PM. I've designed and managed products from inception to sunset.

## Experience

### Sr. Product Designer - Tide

Aug '20 - Now

About Tide - Financial services for small and medium businesses

- Leading design for Tide's credit offerings
- Setting up processes for improving design maturity and collaboration

### LEAD INTERACTION DESIGNER - Golbibo and MakeMyTrip (Go-MMT)

Aug '19 - Aug '20

About Go-MMT - India's largest Online Travel Agent group

- Designed for Activities, Holidays and User-Generated Content verticals (B2B+B2C)
- Enhanced room booking conversion rate by 10% by surfacing video reviews
- Established collaborative DesignOps processes and mentored junior designers

### APM and INTERACTION DESIGNER - Kapow (Directi)

Sep '16 - Oct '18

About Kapow - A platform for mobile gamers and developers

- Designed end-to-end IA and UX for MVP and Kapow's website
- Owned UX writing - notifications, in-app copy, website, marketing, and support templates
- Improved user engagement by 35% on a key metric (games played within 24h of sign-up)
- Mentored and taught a course on UX writing to a batch of copywriters

### APM and INTERACTION DESIGNER - Riva (Directi) & Zeta

Jul '14 - Aug '16

About Riva - OTT telephony products (Ringo; Tring) on iOS/Android/Windows Phone

- PM for Tring (inception till sunset); PM & IxD for Ringo (PRD; UXD; User research)
- Created wireframes, UX design and UX copy for product and website

### PRODUCT QUALITY EXPERT - Talk.to (Directi)

Feb'12 - Jun'14

About Talk.to - A multi-platform (Desktop/web/mobile) synced messaging app across media (IM/SMS)

- Handled user research, competitive research and product quality; built a beta tester community

## Skills

Product design (Android/ iOS/ Web) | Wireframing | Prototyping | Product Strategy | User Research

## Education

Bachelor of Technology (Information Technology)

Uttar Pradesh Technical University, 2011

## Volunteer efforts

- Mentor at [Springboard](#) and [Designed.org](#)
- Volunteered at a riot relief camp in New Delhi

## Outside work

- Founder of Mumbai's largest book club, [Broke Bibliophiles - Bombay Chapter](#)
- Two-time Quora Top Writer (2017 and 2015)
- Fan of DIY projects - I recently made my own hand sanitiser
- I write about design [here](#)
- Fitness, mental health and personal growth enthusiast