
About Me

Senior Product Designer with 10+ years creating intuitive, scalable, and human-centered experiences across enterprise SaaS, AI-driven tools, telecom, and consumer brands. I specialize in turning complex workflows into clear, predictable interfaces that reduce user effort and increase adoption. Known for driving measurable impact, shaping design systems, and partnering with cross-functional teams to deliver thoughtful, high-quality product outcomes

Core Skills

Design: UX Research, Interaction Design, Information Architecture, Rapid Prototyping, User Testing, Wireframing, Visual Design

Tools: Figma, FigJam, Miro, Adobe CC, Prototyping Tools

AI & Systems: Conversational UX, AI-assisted workflows, Agentic UX patterns, Data-driven design, Predictive insights

Product & Leadership: Design Systems, Product Strategy, Requirements Mapping, Cross-functional Collaboration, Stakeholder Alignment

Domains: Enterprise SaaS, CLM, Telecom, eCommerce, Education Platforms

Experience**Product Designer | Sirion.ai****(Jan 2021 – Present)****Sirion is an enterprise CLM platform used by global legal teams.**

- Designed AI-powered review workflows that improved contract review speed by 20%, enabling lawyers to trust and interact with machine-generated summaries confidently.
 - Created agent-based experiences that detect clause deviations, flag risks automatically, and surface context-specific insights used by 10K+ enterprise users.
 - Defined the company's 3.0 product experience, integrating conversational AI, clause explorers, dashboards, and scalable interaction patterns across the platform.
 - Introduced reusable UX frameworks and design standards that reduced design-dev handoff friction and improved delivery speed by 30%.
 - Partnered with PMs, engineers, and legal SMEs to shape product strategy across extraction, review, insights, and search modules.
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UX Designer | Bharti Airtel**(Dec 2019 – Jan 2021)****Airtel Thanks is one of India's largest consumer apps.**

- Reimagined Airtel's help and support experience, reducing call center volume by 9% and increasing daily app engagement by 15%.
 - Designed a personalized issue-resolution flow powered by real-time behavior signals, improving self-service resolution rates significantly.
 - Conducted user studies and journey mapping to simplify complex problems for a large consumer base.
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UI/UX Designer | Think Matra**(Aug 2019 – Nov 2019)**

- Conducted field interviews with 50+ petrol pump customers to understand friction in fuel purchase flows.
 - Designed a mobile-first fuel payment prototype that reduced average checkout time by 20%.
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Senior Creative UI Designer | Great Place to Study**(Nov 2018 – Aug 2019)**

- Led UI evolution and digital storytelling for a student-focused education platform.
 - Built design systems, wireframes, visual assets, and cross-channel user journeys for web + mobile.
 - Collaborated with product, marketing, and agencies to align on experience goals supported by user testing insights.
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Co Founder – Creative Art Director | Zhero Denim Pvt Ltd.**(Mar 2017 – Oct 2018)**

- Built a denim lifestyle brand from zero—defining visual identity, product storytelling, and aspirational brand language.
 - Designed digital + physical communication for retail, e-commerce, packaging, and social media.
 - Grew brand presence by crafting emotionally resonant, youth-centric design systems.
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Graphic and Product Designer | Lee Cooper**(June 2013 – Feb 2017)**

- Designed seasonal campaigns, product graphics, packaging, and retail experiences aligned with the brand's global visual identity.
 - Delivered cohesive design solutions across men's & women's collections, bringing consistency to stores and communication.
 - Collaborated with merchandising, marketing, and VM teams to ensure brand alignment across channels.
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– [Linked-In](#)

Education

XLRI Jamshedpur — Executive Development in Strategy & Leadership (Ongoing)

Stanford d.school — Executive Certificate in Design Thinking, 2020

NIFT Chennai — Bachelor of Design (B.Des), 2013

IIT Guwahati — Product Design Trainee, 2011

Rewards**UX India 2023 — Lightning Talk Selection**

The AI-powered contract redlining and review concept I designed was selected for a Lightning Talk at UX India 2023

Sirion Rewards

Best AI-Driven Design Concept, 2024