
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	<p>Product Designer Sirion.ai (Jan 2021 – Present)</p> <p>Sirion is an enterprise CLM platform used by global legal teams.</p> <ul style="list-style-type: none">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. <p> Latest case study</p> <hr/> <p>UX Designer Bharti Airtel (Dec 2019 – Jan 2021)</p> <p>Airtel Thanks is one of India's largest consumer apps.</p> <ul style="list-style-type: none">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. <hr/> <p>UI/UX Designer Think Matra (Aug 2019 – Nov 2019)</p> <ul style="list-style-type: none">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%. <hr/> <p>Senior Creative UI Designer Great Place to Study (Nov 2018 – Aug 2019)</p> <ul style="list-style-type: none">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. <hr/> <p>Co Founder – Creative Art Director Zhero Denim Pvt Ltd. (Mar 2017 – Oct 2018)</p> <ul style="list-style-type: none">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. <hr/> <p>Graphic and Product Designer Lee Cooper (June 2013 – Feb 2017)</p> <ul style="list-style-type: none">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. <hr/> <p>- LinkedIn</p> <hr/> <p>Education</p> <p>XLRI Jamshedpur — Executive Development in Strategy & Leadership (Ongoing)</p> <p>Stanford d.school — Executive Certificate in Design Thinking, 2020</p> <p>NIFT Chennai — Bachelor of Design (B.Des), 2013</p> <p>IIT Guwahati — Product Design Trainee, 2011</p> <hr/> <p>Rewards</p> <p>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</p> <p>Sirion Rewards Best AI-Driven Design Concept, 2024</p>	