

I'm a product designer with 10+ years experience shipping complex products at scale. I combine hands-on UX work with AI-enhanced workflows and product strategy to turn complex ideas into clear, testable solutions. I've scaled systems, introduced team rituals, and led discovery efforts that help products ship faster and smarter - especially in remote-first environments where ownership and clarity matter.

## WORK EXPERIENCE

Senior Product Designer (II) / MeisterTask

Remote (EU) · Mar 2024 - current

MeisterTask is a work management platform. I shaped and scaled a 0 to 1 initiative (Central Hub) that unified Meister's core products and onboarding experience, while also leading design systems and AI workflow adoption across the team.

- Shipped a redesigned Home experience, increasing usage by 16-21% across task, notification, and checklist widgets, and improved overall Home adoption from 40% to 63% (basic) and 84% (pro).
- Defined onboarding UX strategy with PMs to improve user onboarding, which increased new team activation (+86%) and AHA-moment conversion (+95%).
- Improved mobile project and note workflows, increasing task creation by 16%, note creation by 98%, and notification opens by 80%.
- Unified Task and Mindmap workflows, increasing cross-product usage by roughly 30% WAPUs
- Led adoption of AI-focus workflows across the design team. Integrated ChatGPT, v0, Cursor, Gemini and Stitch to reduce iteration time and speed up alignment.
- Built an accessible Figma design system with tokens, cutting TTM time by 25%.

Lead Product Designer / AiDash

Remote · Nov 2022 - Feb 2024

AiDash is a B2B platform for infrastructure monitoring. I led redesigns across client tools with a focus on reducing churn and improving quality signals.

- Led the redesign of the vegetation management dashboard used by 30+ enterprise clients, improving issue resolution time by 22%.
- Conducted heuristic evaluations across product releases to identify UX issues and design principle violations, resulting in a 33% drop in support tickets.
- Revamped field and client apps, improving CSAT by 35% and reducing churn by 15%.
- Mentored junior designers by introducing design critique rituals, faster discovery methods and documentation standards; increased team output by 1.5x without compromising on quality.

Lead Product Designer / Toddle

Remote · Sep 2020 - Nov 2022

Toddle is teaching & learning management platform. I acted as product owner for classroom tools for PYP & MYP teachers, with a strong focus on accessibility, mobile-first UX, and inclusive design for young learners and educators.

- Co-designed inclusive classroom planning tools with curriculum experts, increasing adoption among young learners.
- Brought web features to mobile, speeding up feedback cycles by 60% and shortening assignment submissions by 20%.
- Introduced an age-inclusive Workbook (drawing tool), tripling workbook creation.
- Initiated pre-mortem testing ritual, halving post-release UX bugs.
- Created a design framework to improve usability for children, raising younger user adoption by 45%.

Senior Product Designer / Bayzat

Dubai · Dec 2019 - Aug 2020

Led design of a life-insurance product in the UAE for Bayzat, while helping shape early product culture and delivery rhythm.

- Designed a 0 to 1 insurance product for UAE by addressing user myths and onboarding friction, projected to generate \$1.2M GMV.
- Defined problem spaces and helped prioritise roadmap themes with PMs and engineers, improving delivery planning and team focus.

Senior Product Designer / Mindtickle

Pune · Dec 2017 - Nov 2019

Focused on growing as a designer and taking more ownership. Took ownership of usability initiatives, feedback loops, and design quality improvements across learning and sales enablement tools.

- Designed new modules - Reinforced learning and Call AI from scratch, unlocking \$2m ARR in the first quarter on their release.
- Ran product usability audits, led user interviews to improve the unit experience, which led to a 15% improvement in completion time for lessons.
- Led internal workshops, reducing usability crit time by 20%.

## EDUCATION

National Institute of Design,  
Bangalore

M. Des Interaction Design

May 2014 - Feb 2017

Indian Institute of Technology  
Gandhinagar

B. Tech Chemical Engineering

Aug 2008 - Apr 2012

## RECOGNITION

NUMA Paris Acceleration  
Programme - Winner

Co-founded courtside, which was among the 9 startups funded by NUMA Bangalore

Apr 2015

6 Ways Psychology Affects  
Your Design Work

Republished by Modus (Medium) & UX Mag

Nov 2019

## SKILLS

### Design skills

UX design, UI design, Design systems, Prototyping, Wireframing, User research, Interaction design, User testing, Prompt engineering, MCP, AI-assisted prototyping, WCAG 2.1

### Tools

Figma, FigJam, V0, Cursor, Lovable, ChatGPT, Claude, Gemini

### Team skills

Agile, Discovery Sprints, Design Systems, AI-Augmented Workflows, Mentorship, Team Rituals, Stakeholder Alignment, Coaching

## Early career (2012 - 2017)

- IBM iX (Senior UX designer): Improved IBM new-hire onboarding experience (+35% engagement). Also, developed a framework for product demos, that helped in cutting the prep time by 1/3rd.
- Mercedes-Benz R&D (Design intern): Conducted UX evaluation for Mercedes E-Class and presented solutions to the leadership team as part of graduation project.
- Courtside (Co-founder): A sports platform that let users book venues and find people to play with; launched with 1,000+ installs and a 4.8 Play Store rating.
- Amadeus (UI developer): Part of the engineering team which rebuilt flight listing UI, reducing load time by 0.7x. Also, worked on support roles for resolving critical production bugs.
- Flipkart (Management trainee): Part of the email-marketing team, boosted email CTR by 3.5x.