

Strategic design leader with **10+ years of experience** shaping **product vision, end-to-end narratives, and scalable design systems** to turn complex problems into **growth-driving experiences** across early-stage and mature platforms. Skilled at building strong teams, **setting long-term design direction**, and using design as a lever for **business impact and user trust**.

- Product & design strategy

Brand storytelling

Design systems

Cross-functional influence

Thought leadership

People development

Experience architecture

Design operating models

WORK EXPERIENCE



Principal Product Designer

ACKO | Apr '24 - Present

- Led the app team, alongside product and leadership, to rebuild the information architecture and reposition ACKO from an insurance app to a holistic protection destination; **increasing DAU and MAU by xx% and xx%.**
- Shaped the design strategy and execution for the website revamp to encourage deeper engagement; **website bounce rate dropped by 15% and app interaction depth increased 4x.**
- Lead and scaled a team of **product designers**, establishing strong **thinking frameworks** around information architecture, system design, and raising the **quality of craft and design decisions** across the team.
- Established design standards, **critique mechanisms**, and cross-functional operating models to scale **design impact consistently** across teams.

Senior Product Designer - 2

ACKO | Nov '22 - Mar '24

- Created the end-to-end experience of the challans feature to simplify discovery and payments; **now facilitating over 1000 monthly transactions.**
- Developed the discovery and cross-sell framework for the app growth strategy, **increasing TOFU by xx & and VAS engagement by xx%.**
- Redesigned onboarding flows to be contextual and conditional, achieving **92% completion across new and returning users.**

Senior Product Designer - 1

ACKO | Aug '21 - Oct '22

- Owned the end-to-end design of the website homepage wrapper, transforming it from a static marketing surface into a modular discovery layer for multiple insurance SKUs.
- Designed FASTag recharge enhancements and low-balance alert flows, **increasing monthly recharges from 400 to 1,800, lifting recharge frequency by 15%, and driving 1,200+ alert sign-ups.**



Senior Interaction Designer

Wipro | Apr '20 - Aug '21

- Defined the UX strategy and core design principles for a B2B travel platform, establishing a clear foundation for future product development.
- Partnered closely with product and engineering to translate the design foundation into a scalable, user-centric experience.



Product Designer

Mastermind Sports | Mar '19 - Mar '20

- Boosted user base from 20,000 to 300,000 and daily active users from 120 to 7000 by simplifying key user flows in the BigPesa app to improve usability and reduce friction.



Product Designer

Happay Limited | Aug '17 - Mar '19

- Responsible for end-to-end design strategy, wireframing, UI review, drafting A/B tests and channeling releases with product for Expense Management, Travel platform on both web and app platforms.



Lead UX Designer

CRMIT Solutions | May '15 - Jul '17

- Led design for marketing assets across the website, emailers, and landing pages, with a focus on improving conversion performance.

EDUCATION

Diploma in UI/UX design

Zee Institute of Creative Arts | 2013 - 2014

- Studied graphic and web design with a focus on user interface principles, interaction design, and visual communication.

Master of Business Administration

PES Institute of Technology | 2011 - 2013

- Studied marketing strategy, market research, consumer behavior, branding, and business development.

Bachelor of Business Management

SSMRV College, Bengaluru | 2008 - 2011

- Covered core business subjects including finance, human resources, operations, and organizational behavior.