

SUMMARY

Senior Product Designer with expertise in leading end-to-end design for complex, AI-powered enterprise platforms. Proven track record driving 0→1 product development, simplifying technical systems, and delivering scalable personalization solutions. Experienced in AI/ML-powered experiences, experimentation frameworks, and data-driven design strategy. Trusted cross-functional partner collaborating with product, engineering, data science, and research to translate ambiguous problem spaces into intuitive, globally-scalable user experiences. Passionate about continuous learning, systems thinking, and delivering products that balance user needs and business impact.

UX/PRODUCT DESIGN EXPERIENCE

Senior Product Designer, Salesforce; Austin, TX – July 2021 – Present

- Lead end-to-end design for Salesforce's Personalization Core Platform, delivering AI-powered personalization at enterprise scale across Marketing Cloud and the Salesforce ecosystem.
- Own design for core systems including Recommendations Engine, Decisioning Frameworks, Experimentation Infrastructure, Analytics & Insights, and Engagement Signals, simplifying complex backend systems into scalable user experiences.
- Shaped design strategy for Tableau Pulse, an AI-powered business monitoring platform; shipped key features including Metrics Digest Emails, Pulse Homepage, and personalization workflows.
- Led 0→1 design for Project Nexio, a generative AI-powered insight discovery initiative, partnering cross-functionally to prototype and validate AI-powered user experiences.
- Delivered post-acquisition integration of Narrative Science into Tableau, launching *Data Stories*, one of Salesforce's first Natural Language Generation (NLG) data feature.
- Designed personalization and feedback mechanisms for Lexio's AI-powered data storytelling platform, tailoring AI-generated insights to individual users.
- Recognized for cross-functional leadership, mentorship, and system-level thinking. Completed Salesforce's **Accelerate Program**, achieved **Trailhead Ranger** and **Agent Blazer Champion** status.

UX Researcher- Contract, PeopleGrove; Chicago, IL – Feb 2021 – June 2021

- Conducted end-to-end UX research for PeopleGrove Community, a customer education and peer-to-peer networking platform.
- Designed and executed interviews, surveys, heuristic evaluations, and usability testing to uncover user friction points and inform product growth strategy.
- Synthesized actionable insights to shape product design priorities and influence roadmap decisions.

Lead UX Designer, AY Design Consulting; Bangalore, India – Oct 2015 – Jul 2018

- Founded and led an independent UX consulting practice, partnering with startups to translate business goals into scalable product experiences across e-commerce, HR-tech, sustainability, and travel industries.

Selected Projects:

- **The Flying Squirrel Coffee (E-Commerce):**
 - Led full redesign of responsive e-commerce storefront and backend order management system.
 - Conducted usability audits, restructured information architecture, and ran design sprints to rapidly prototype user flows in Sketch and InVision.

- Collaborated closely with engineering to ship solutions that increased online sales by 80%, tripled web traffic, and reduced order processing time by 50%. Improved add-to-cart and checkout feature success rates from 25% close to 60%.
- **Birdwing (Travel & Photography):**
 - Improved SEO-driven UX design to drive online bookings. Conducted market and user research to inform design strategy, redesigned website and authored content aligning with UX best practices.
- **SpringRole (HR-tech, Blockchain):**
 - Led usability testing for onboarding flows; identified friction points that informed a redesign of user flows, increasing onboarding efficiency.
- **Saahas (Circular Economy, Non-Profit):**
 - Restructured website information architecture using content inventory analysis, card sorting, and IA testing to improve discoverability and content accessibility.

Earlier Roles (2010 – 2015)

- Delivered experiential ads and marketing campaign designs, user research, project management, and client strategy for creative and digital transformation agencies.
- Identified a critical design bottleneck for a top automotive client, increasing website traffic by 20% and generating over 1,000 test drives across multiple vehicle launches.
- Managed multiple high-impact client relationships, driving data-informed design solutions that delivered measurable business outcomes.

EDUCATION

Master of Science, Human-Computer Interaction (HCI); NOVEMBER 2020, DePaul University, Chicago IL

Bachelor of Engineering, Information Science & Engineering; JUNE 2009, SIR. MVIT, Bangalore, India

Basics of web development- HTML, CSS, JavaScript; Coursera

CORE SKILLS- DESIGN & RESEARCH

End-to-End Product Design, AI/ML & Personalization, Enterprise Platforms & Complex Systems, Experimentation & Rapid Iteration, UX Research & Mixed-Methods Insights, Data-Driven Design Strategy, Cross-Functional Collaboration (PM, Eng, Data Science, Research), 0→1 Product Development, Design Systems & Scalable Patterns, Systems Thinking, Accessibility & Inclusive Design, Mentorship & Leadership

TOOLS

Figma, Sketch, InVision, Axure RP, Adobe XD, Framer, Principle, Webflow, Optimal Workshop, Atlas.ti, Miro, UserTesting, Google Workspace, Microsoft Office, AR—Torch