



## About Me

A founder-caliber product designer who blends research, UX, systems, and AI automation to ship scalable products and reduce inefficiency, backed by venture ecosystems, enterprise clients, and startup launches.

## Work Experience

### Vizzy Labs

Founding Product Designer  
(SaaS Gaming Startup)

June 2025 – Present

- Scaled product from 1,000-user private beta to public App Store launch by defining cross-platform iOS/Android roadmap and accelerating iteration speed by 3x
- Automated the product feedback → iteration loop using n8n, eliminating manual processing and cutting ops from 20 hrs/wk → 3 hrs/wk (80% savings) while accelerating feature velocity.
- Invented, prototyped, and shipped 3 new game modes, directly informed by user insight research, improving retention and engagement across iOS/Android audiences
- Established cross-platform design system and component library, standardizing UI patterns and reducing developer handoff time by +40%

### Perpetual

Product Designer  
(Enterprise UX)

March 2025 – June 2025

- Designed enterprise UX for Fortune 500 clients across finance, media, and healthcare, contributing to large-scale platform initiatives
- Led UX research and usability validation across enterprise partners, translating insights into workflows that cut friction and increased task completion rates
- Facilitated stakeholder workshops and design critiques with product, engineering, and leadership teams to drive alignment and decision-making
- Delivered high-fidelity prototypes and interaction patterns that accelerated feedback cycles and reduced revision rounds

### Laniakea

UX Designer

Oct 2024 - Feb 2025

- Built a compliant healthcare platform & brand identity, unlocking new enterprise customer channels and driving +45% qualified lead growth
- Designed digital presence and brand systems for venture-backed Pancasila syndicate, clarifying positioning across the ecosystem
- Delivered product interfaces & brand assets supporting faster go-to-market timelines + early-stage fundraising
- Collaborated with cross-functional teams across 7 venture-backed companies (~\$82M combined valuation)

### BMW Group

### SCAD pro Collaboration

UX Researcher

April 2023 - June 2023

- Conducted UX research for BMW initiatives targeting Gen Z consumers, analyzing 3,000+ data points on digital behavior and mobility needs
- Synthesized insights into opportunity areas and user requirements to guide concept direction for immersive experiences and future mobility touch points
- Developed wireframes, prototypes, and user flows that informed future digital product strategy for emerging audiences.

### IDS

Interaction Designer

April 2021 - Sept 2022

- Designed web and brand experiences for PIF.CO's 'PIFverse,' including the launch of PIF.VC (\$100M venture fund) and PIF.Labs incubation studio
- Redesigned the agency portfolio site using narrative UX and SEO principles, contributing to 8 new client wins
- Collaborated cross-functionally on brand + product executions

### Seniority

UX Designer

June 2019 - Feb 2020

- Designed UX for India's leading e-commerce marketplace, boosting customer satisfaction +35% and retention +15%
- Led user research + testing to drive feature prioritization and improve core shopping flows
- Collaborated with design + product leadership to ship key engagement improvements

<b>Education</b>	<b>MA in Design Management</b> Savannah College of Art & Design 2022 - 2024	<b>MA in Interaction Design</b> Harbor Space University 2020 - 2021	<b>Bachelor's in Computer Science</b> Fergusson College 2015 - 2019
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<b>Volunteer Experience</b>	<b>Museum Docent &amp; Research Assistant</b> Savannah College of Art & Design Oct 2023 - Feb 2024	<b>Visual Designer (DMGT)</b> Savannah College of Art & Design Jan 2023 - May 2023
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<b>Awards</b>	<b>Honorable Mention</b> Awwwards Nov 2024	<b>Special Kudos Award</b> CSS Design Awards March 2024	<b>Community Achievement</b> ADP List Jan 2024
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<b>Certificates</b>	<b>Practitioner Certification</b> Webflow University June 2025	<b>Design Research &amp; Insight Translation</b> Lextant Research Nov 2023
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<b>Skills</b>	<b>Product</b>	<b>Technical</b>	<b>Leadership</b>
	AI Integration, Competitor Research, Cross-Platform Strategy, Customer Engagement, Data-Driven Design, Design Ops, KPIs, Market Research, Product Analytics, Product Launch, Product Roadmap, Product Strategy, Project Management, SEO, User Research, User Stories, User Scenarios, Workflow Automation	A/B Testing, Adobe Creative Suite, Branding, Design Patterns, Design Systems, Figma, Framer, Google Analytics, Graphic Design, HTML/CSS, Human Centered Design, Information Architecture, Interaction Design, Journey Maps, Miro, Mobile Design, n8n Automation, Claude AI Integration, Notion, Prototyping, Responsive Design, Sketch, Tableau, Usability Testing, User Testing, UX/UI, Web Design, Wireframing	Agile/Scrum, Change Management, Client Relations, Cross-Functional Collaboration, Cross-Functional Leadership, Critical Thinking, Decision Making, Design Operations, Design Team Collaboration, Design Thinking, Process Optimization, Project Management, Stakeholder Management, Strategic Communication, Systems Thinking, Team Building