



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

<b>Vizzy Labs</b> Founding Product Designer (SaaS Gaming Startup) June 2025 – Present	<ul style="list-style-type: none"><li>▪ 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 3×</li><li>▪ 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.</li><li>▪ Invented, prototyped, and shipped 3 new game modes, directly informed by user insight research, improving retention and engagement across iOS/Android audiences</li><li>▪ Established cross-platform design system and component library, standardizing UI patterns and reducing developer handoff time by +40%</li></ul>
<b>Perpetual</b> Product Designer (Enterprise UX) March 2025 – June 2025	<ul style="list-style-type: none"><li>▪ Designed enterprise UX for Fortune 500 clients across finance, media, and healthcare, contributing to large-scale platform initiatives</li><li>▪ Led UX research and usability validation across enterprise partners, translating insights into workflows that cut friction and increased task completion rates</li><li>▪ Facilitated stakeholder workshops and design critiques with product, engineering, and leadership teams to drive alignment and decision-making</li><li>▪ Delivered high-fidelity prototypes and interaction patterns that accelerated feedback cycles and reduced revision rounds</li></ul>
<b>Laniakea</b> UX Designer Oct 2024 - Feb 2025	<ul style="list-style-type: none"><li>▪ Built a compliant healthcare platform &amp; brand identity, unlocking new enterprise customer channels and driving +45% qualified lead growth</li><li>▪ Designed digital presence and brand systems for venture-backed Pancasila syndicate, clarifying positioning across the ecosystem</li><li>▪ Delivered product interfaces &amp; brand assets supporting faster go-to-market timelines + early-stage fundraising</li><li>▪ Collaborated with cross-functional teams across 7 venture-backed companies (~\$82M combined valuation)</li></ul>
<b>BMW Group</b> <b>SCAD pro Collaboration</b> UX Researcher April 2023 - June 2023	<ul style="list-style-type: none"><li>▪ Conducted UX research for BMW initiatives targeting Gen Z consumers, analyzing 3,000+ data points on digital behavior and mobility needs</li><li>▪ Synthesized insights into opportunity areas and user requirements to guide concept direction for immersive experiences and future mobility touch points</li><li>▪ Developed wireframes, prototypes, and user flows that informed future digital product strategy for emerging audiences.</li></ul>
<b>IDS</b> Interaction Designer April 2021 - Sept 2022	<ul style="list-style-type: none"><li>▪ Designed web and brand experiences for PIF.CO's 'PIFverse,' including the launch of PIF.VC (\$100M venture fund) and PIF.Labs incubation studio</li><li>▪ Redesigned the agency portfolio site using narrative UX and SEO principles, contributing to 8 new client wins</li><li>▪ Collaborated cross-functionally on brand + product executions</li></ul>
<b>Seniority</b> UX Designer June 2019 - Feb 2020	<ul style="list-style-type: none"><li>▪ Designed UX for India's leading e-commerce marketplace, boosting customer satisfaction +35% and retention +15%</li><li>▪ Led user research + testing to drive feature prioritization and improve core shopping flows</li><li>▪ Collaborated with design + product leadership to ship key engagement improvements</li></ul>

Education	MA in Design Management	MA in Interaction Design	Bachelor's in Computer Science
	Savannah College of Art & Design	Harbor Space University	Fergusson College
	2022 - 2024	2020 - 2021	2015 - 2019

Volunteer Experience	Museum Docent & Research Assistant	Visual Designer (DMGT)
	Savannah College of Art & Design	Savannah College of Art & Design
	Oct 2023 - Feb 2024	Jan 2023 - May 2023

Awards	Honorable Mention	Special Kudos Award	Community Achievement
	Awwwards	CSS Design Awards	ADP List
	Nov 2024	March 2024	Jan 2024

Certificates	Practitioner Certification	Design Research & Insight Translation
	Webflow University	Lextant Research
	June 2025	Nov 2023

Skills	Product	Technical	Leadership
	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