

Sep '18 → Sep '19	University of York, United Kingdom (Full-time) ↳ Masters of Science in Human-centred Interactive Technologies
Aug '14 → Jun '18	National Institute of Technology (NIT), Durgapur (Full-time) ↳ Bachelors of Technology in Electronics and Communication Engineering

Feb '25 → Present



↳ Lead Product Designer

- ↳ Built and led NOVA's product design function, **scaling the team from 2 to 7 designers**, while remaining hands-on across critical initiatives. Owned hiring, mentorship, design reviews, and execution standards, ensuring high-quality UX and visual consistency across a complex, multi-product ecosystem.
- ↳ Led the design of NOVA's white-label food ordering mobile app from concept to enterprise scale, solving for multi-tenant, configurable, and operationally complex use cases. This work directly enabled NOVA's first enterprise wins (**\$47K ARR + \$1.3M ARR**) and supported a **2,000+ location** enterprise sales pipeline.
- ↳ Shaped platform-level design systems and high-impact experiences, including AI-driven marketing modules (Nova Edge Pro & RMS), Dark mode, and a refreshed Kiosk experience. These efforts accelerated enterprise adoption, contributed to **~40% of \$900K seasonal ARR**, and established scalable design foundations used across teams and future offerings.

Jan '23 → Feb '25



↳ Senior Product Designer

- ↳ Led design for Android and iOS apps, delivering features like workplace search, rewards, smart answers, offline sync, among many, while creating and maintaining a mobile-specific design system.
- ↳ Crafted events calendar and sync features, resulting in a **38.85% increase in intranet event click rates** and a **54.32% increase** in users connecting external calendars like Google and Outlook.
- ↳ Developed diverse web app solutions, including multimedia (audio & video) and third-party integration UX (Slack, MS Teams). Created an in-house analytics library and launched a video analytics feature that considerably improved engagement metrics, leading to a **~38% increase** in native video creation

Jun '22 → Dec '22



↳ Senior Product Designer

- ↳ Owned design and user research for transaction-heavy POS workflows across web and mobile, leading the discovery and launch of one of Khatabook Web's paid transactional features, while scaling a cross-platform design system.

Aug '21 → Jun '22



↳ Senior Product Designer

- ↳ Led design for prepaid recharge and core service journeys across Airtel web and mobile apps, increasing **conversion rates by 15.2% & CSAT by 12%**.
- ↳ Designed and scaled key engagement features including **Missed Call Alerts** and **Airtel Rewards**, contributing significantly to overall GMV.
- ↳ Crafted **Airtel Digital's Theseus design system**, defining a scalable component architecture used consistently across mobile and web platforms, improving reusability, velocity, and long-term maintainability

Oct '20 → Aug '21

 Stylework

↳ Associate Director, Growth

↳ Led growth and product design initiatives across multiple launches, including a website redesign and beta corporate product suite, managing an 8-member team and cross-platform delivery.

↳ Played a key role in securing **INR 4Cr pre-Series A funding**, contributing to product strategy and execution during a critical growth phase.

Nov '19 → Sep '20

 payU

↳ User experience design consultant

↳ Designed core payout and merchant dashboard experiences, reducing drop-off rates **from 55% to 15%**, & supporting successful beta launches for enterprise and neo-banking products.

↳ Led research and design for long-tail merchant products, unlocking a new revenue stream and increasing SMB GMV.

↳ Created COIN, PayU's internal design system, reducing reusable component based average feature delivery time from **~2 weeks to ~2 hours**.

Jan '19 → Sep '19

 UNIVERSITY of York

↳ User experience research intern

↳ Conducted user research and redesigned service workflows for university libraries, **reducing training time by 80%**, & improving **user satisfaction by 75%** through digital and physical design interventions.

Aug '15 → Jun '18

Independent contractor

↳ Digital design consultant

↳ Collaborated **with 15+ early-stage startups** across UX/UI, branding, and front-end web design, delivering end-to-end design solutions across multiple industries.

Small things that I'm proud of

Jan '23 → Feb '25

Simplr (Remote, India)

↳ 1 team award and 4 individual awards won

↳ SuperSquad R&D(team); 3 Galactic gratitude, 1 Act with Urgency and 1 Innovation

Sep '21 → Dec '21

Airtel (Gurugram, India)

↳ 3 individual awards won for 3 consecutive months

↳ Digital Citizen Awards - 1 Highflier and 2 Innovation Champion awards

Dec '19

PayU (Gurugram, India)

↳ Won the ThankU award - Website Champion

Sep '19

University of York (York, United Kingdom)

↳ Campus Intern of the Year Award

What do I do when I'm not designing?

Sports

↳  Played U15 and U17 Nationals and State Football. Now into working out and amateur football.

Music

↳  Passionate musician who enjoys his way around the drums.

Semi-pro motorcycling

↳  Recently started creating content (Insta family of 14k+ followers). I do participate in certain 1000cc races (semi-pro)