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WORK EXPERIENCE

UX Product Designer
In Time Tec (Full-Time)

Remote, Idaho
Nov 2024 - Present

- Led end-to-end UX for *Idaho.gov*, from research and user flows to prototypes, delivering an accessible, user-centred site.
- Designed experiences for DFM Admin Rules, CTE, and partner project SupplierMatch, aligning with stakeholder and user needs.
- Built and scaled a *design system* adopted across projects, ensuring consistency and smooth developer collaboration.
- Partnered with PMs, developers, and stakeholders in agile sprints, iterating designs based on feedback, testing, and user research insights.

UX/UI Designer
Alumni Association, CSUEB (Part-Time)

Hayward, CA
Oct 2022 - May 2024

- Conducted research and redesigned the alumni site, driving a *22.8% increase* in engagement and a *9% drop in bounce rate*.
- Optimized content strategy, *boosting reach by 33%* on Facebook and 67% on Instagram, with site *traffic growing from 11K → 14.5K.*

Design Founder
Whitespace - Fashion Label (Full-Time)

Delhi, India
April 2021 - Aug 2022

- Launched and managed a fashion label, achieving a *20% net profit within a year* by streamlining design processes, merchandising, and vendor partnerships tailored to user preferences.

Product Designer
IndiaMART InterMESH Ltd. (Full-Time)

Delhi, India
Aug 2018 - Aug 2019

- Redesigned the supplier onboarding flow, leading to a *15% reduction in support tickets* by improving usability and experience.
- Conducted *interviews with 20+ suppliers*, identifying UX pain points and refining the supplier dashboard for better engagement.
- Contributed to IndiaMART's design system and assisted in building marketing and sales assets.

UX/UI Designer
Socially India (Full-Time)

Delhi, India
May 2018 - Aug 2018

- Increased *client onboarding rate by 52%* through persuasive pitch presentations and campaign strategies.
- Maintained *100% client retention* through effective UX strategies and relationship management.

VOLUNTEERING

UX Product Designer
Bokeh Agency

Remote, CA
Sept 2024 - Present

- Designed end-to-end iOS mobile app screens and a design system for a fashion styling app, *integrating AI technology* and UX best practices.
- Conducted design review sessions with cross-functional teams and stakeholders to align user needs, brand guidelines, and business goals.

Product Designer
BRIDGEGOOD

Oakland, CA
April 2024 - Sept 2024

- Collaborated with *Adobe* to design a career discovery platform for young Black creatives, leveraging user research and journey mapping.
- *Mentored* 2024 BRIDGEGOOD apprentices in UX, usability testing, and industry-standard design tools.

UX/UI Designer
Internet Archive

Remote, USA
Aug 2022 - Dec 2022

- Conducted *usability testing with 30+ participants* to refine book discoverability and improve user engagement.
- Redesigned the website by enhancing filters and reducing decision fatigue, boosting retention.

EDUCATION

Masters in Human-Computer Interaction and Design
California State University, East Bay

Hayward, CA
Aug 2022 - May 2024

Masters in Fashion Design Management
UAL London College of Fashion

London, UK
Aug 2019 - Oct 2020

Bachelors in Fashion Design
Pearl Academy - Nottingham Trent University

Delhi, India
Aug 2014 - May 2018

SKILLS

Tools: Figma, Adobe Creative Suite, Webflow, Framer, Zeplin, Miro, Android, Studio, Visual Studio Code (HTML5, CSS3, Java Script), Jitter, Protopie

Craft: UX Design, User Research, Product Strategy, Wireframing, Information Architecture, Product Design, Systems Thinking, Customer Journey Map, Design Systems, UI Design, Rapid Prototyping, User Testing, Service Design, A/B Testing, Communication, Cross-functional Collaboration, Stakeholder interviews, Agile Methodology, Stakeholder Presentations, Design Workshop, Problem-solving, Design Critiques