

Experience - Full time

Blinkit

UX Lead

Jun 2025 - Present
Bengaluru

Supply eco-system (Warehouse)

- Error and warning framework redesign
- Worker App information architecture redesign
- Gen-AI tools development for product & ops assist in workflows
- Slot-booking redesign for Gig workers

Amazon AWS Fintech (UST)

UX Lead

Jun 2024 - Jun 2025
Hyderabad

Automated continuous planning for AWS services

- Co-led the development of the North-Star vision for a scenario-based financial toolkit.
- Contributed to the design of an AI-powered, BI and Customer Insights dashboard for monitoring and reporting.
- Created a "Ramp-Up" guide to onboard UX designers joining the Fintech team.

Tropogo.com

UX Lead

Jan 2020 - Jun 2024
Bengaluru

B2B2C Platform for Drone ecosystem - drone insurance, drone maps, training, guides, e-commerce, jobs and tenders.

- Led the design team in building branding, Android, iOS, web platforms, internal systems, and BI dashboards from the ground up.
- Conducted user interviews, usability testing, and made data-driven UX decisions using Mixpanel, Microsoft Clarity, and GA.

Microsoft

UX Designer

Jan 2017 - Dec 2019
Hyderabad

Messaging App, Diagramming tool and Hololens projects

- Contributed to the design of "Kaizala," a work messaging app.
- Developed desktop and web applications, an Excel add-on, and Power BI integration for the Visio diagramming tool.
- Contributed to exploratory mixed reality projects for HoloLens within the BI domain.
- Mentored 2 interns, for online diagramming platform and a mixed reality project.

Buildzar.com

UX Designer

Jun 2015 - Jun 2016
Gurugram

B2C platform for construction materials & hiring professionals

- Designed e-commerce platform for Android and web platforms.
- Designed a DIY platform for 3D interior space design.

Experience - Contractual

Tonetag

Proximity & IoT payments platform

- App design for merchants on the platform to manage account, promotions and support.

Sabio.us

BI platform for mobile advertisement analytics

- Designed a customizable dashboard to monitor and track deployed advertisements across various customer accounts.

Seikor.com

A B2B & B2C HR-tech platform, featuring a dashboard for job postings and application management

- Led a 2-member design team to deliver branding, landing pages, job-seeker platform and recruiter dashboards in 3 months.

Education

Master of Design

IIT Delhi
2013-2015 | CGPA 8.5/10

Bachelor of Architecture

SALD, SMVDU, J&K
2007-2013 | CGPA 6.57/10

Skills & tools

Figma, Sketch, XD, After Effects,
Photoshop, Illustrator, Axure RP

User Research, Qualitative Interviewing,
Low to High Fidelity Wire framing, Rapid Prototyping,
Accessibility Design, Usability testing, Motion Design