

IGP

Product Designer
for 1.9 years

- **Increased daily Select membership purchases by 83%** by improving membership visibility above primary PDP CTAs and building top-of-funnel familiarity on the Home Page, driving an **8× increase in daily PDP additions**.
- **Reduced Select membership cart drop-offs from 31.1% to 25.1%** by designing a targeted removal experience that clarified immediate savings and annual value, contributing to a **~28% relative lift in purchase conversion (11.4% → 14.6%)**.
- **Reduced median mobile checkout time by 33.3%** and **improved cart-to-payment conversion from 43.72% to 46.11%** by consolidating a redundant 4-step flow into a streamlined 2-step experience.
- **Increased personalization conversion by up to 14% and reduced completion time by up to 22%** by redesigning complex multi-input personalization into a single-screen, progressive experience.
- **Used Mixpanel, customer feedback, competitive research and UI audit** to identify friction points, challenge assumptions and influence design and prioritisation decisions beyond individual feature requirements.
- **Partnered with Product, Engineering and Business teams** from problem definition through implementation, balancing user needs, business goals and technical constraints to translate requirements into intuitive product experiences.

PRESENT

Stack Wealth

Visual Designer
for 8 months

- Contributed to the design of a new investment platform for Indian investors, shaping a premium, intuitive experience across web and application touchpoints.
- Designed key investment modules including Safe Haven, Stack Reserve, Stack Vault and Stack Prime, translating complex financial products and information into accessible user experiences.
- Optimized key user journeys including onboarding, Safe Haven and Flagship, collaborating with PMs, developers and stakeholders to simplify flows and resolve usability challenges.
- Iterated on product experiences using feedback from early beta users, identifying usability issues and refining workflows and interfaces based on real user behaviour.

Vouch Digital

UI-UX Designer
for 1.7 years

- Led UI/UX design across mobile and web applications including BCD, Inspiro and Punctualiti, translating product requirements into intuitive and visually consistent experiences.
- Collaborated with designers, developers and stakeholders to define solutions, iterate on designs and align experiences with product and business requirements.
- Iterated on designs through stakeholder and user feedback, improving usability, interaction patterns and overall product experience.
- Took on project coordination responsibilities for an internal initiative, managing stakeholder communication and supporting delivery from planning through execution.

Education

B.Sc. Computer Science • Mumbai University • 2021

Human-Computer Interaction • Certification • Interaction Design Foundation

Visual Design • Certification • Interaction Design Foundation

UI Design Patterns for Successful Software • Certification • Interaction Design Foundation