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LinkedIn

IGP

Product Designer
for 1.9 years

- Redesigned mobile checkout by consolidating Cart, Address, and Order Summary into a single flow, cutting time-to-checkout 58% (5.3m → 2.23m) with no drop in conversion
- Drove Select membership adoption up 63.8% (112 → 184 signups/day) by surfacing contextual savings on the PDP instead of relying on a standalone membership pitch
- Reduced Select membership removals by 9.35% overall (17.34% at order summary) by redesigning the cancellation flow around clear loss-of-benefit messaging
- Increased personalization conversion by 8% by replacing a multi-step input flow with progressive disclosure on a single screen, reducing perceived form complexity
- Designed "IGP Now" toggle from 0 to ~60% peak adoption and ~40% sustained usage, making it the platform's most-used filter
- Used Mixpanel data, customer feedback, and behavioural patterns to identify friction points, define product problems, and inform design decisions beyond initial product requirements.
- Partnered closely with Product and Engineering across problem definition, UX exploration, implementation, and QA, balancing customer needs with business, operational, and technical constraints.

DESIGNING HERE

Stack Wealth

Visual Designer
for 8 months

- At Stack Wealth, I contributed to the design of a new application aimed at providing Indian investors with a premium experience and a user-friendly interface.
- My responsibilities included designing modules such as Safe Haven, Stack Reserve, Stack Vault, and Stack Prime, as well as contributing to the design of Stack Wealth's website.
- Collaborating with colleagues, PMs, developers, and stakeholders, I contributed to optimizing user flows for modules like Safe Haven, Flagship, and Onboarding.
- Incorporating feedback from early beta testers, we iteratively improved existing modules to enhance user-friendliness and overall satisfaction.

Vouch Digital

UI-UX Designer
for 1.7 years

- Led UI design efforts for multiple projects, including BCD, inspiro, and Punctualiti, enhancing user experiences across mobile and web apps.
- Worked closely with senior and junior designers, developers, and stakeholders to align designs with project goals and requirements.
- Integrated iterative feedback to continuously refine and improve the usability and visual appeal of various applications.
- Briefly took on a project management role, overseeing an internal project and coordinating with stakeholders to ensure successful execution.

Education

B.Sc. Computer Science • Mumbai University • 2021

Human-Computer Interaction • Certification • Interaction Design FoundationVisual Design • Certification • Interaction Design FoundationUI Design Patterns for Successful Software • Certification • Interaction Design Foundation