

EXPERIENCE

Laya Wellness

FOUNDING PRODUCT DESIGNER // MAY 2025- Present

0–1 product strategy for neurodivergent wellness startup.

- Defined 0–1 product strategy and design language for sensory wellness experiences, integrating color, sound, and emotion mapping to enhance focus and calm.
- Led cross-disciplinary research and co-creation workshops with neurodivergent users to identify triggers, preferences, and sensory thresholds, shaping product direction.
- Built the early design system and component library to ensure scalability across mobile and web platforms.
- Shaped brand narrative and storytelling framework inspired by emotional wellness and neuro-inclusivity, establishing tone, palette, and visual voice.

Salesforce

PRODUCT DESIGNER // AUG 2024 - MAY 2025

Led AI-driven personalization and narrative learning design for 4M+ global Trailhead users.

- Redesigned course discovery experience, improving discoverability by 75% through usability testing and heuristic evaluation.
- Led cross-disciplinary research and co-creation workshops with neurodivergent users to identify triggers, preferences, and sensory thresholds, shaping product direction.
- Designed AI-powered filters and search by integrating AgentForce AI, achieving 85% user satisfaction (NPS).
- Accelerated the roadmap by 2 sprints by delivering high-fidelity concept flows that secured early stakeholder buy-in.

Amazon

UX DESIGN CONSULTANT (VIA INKONIQ - CX 100) // DEC 2021 - JULY 2023

Collaborated across Amazon's e-commerce, payments, and IoT retail teams to enhance purchase journeys and commerce flows.

- Led design sprints to analyze research insights and reimagine fulfillment and return flows, reducing drop-offs by 30%.
- Designed and tested Amazon Pay's car insurance purchase flow, resolving usability issues in hierarchy, microcopy, and navigation through remote testing with 10 users.
- Directed UI design, visual QA, and branding for IoT-based Scan & Go kiosks, deployed across Tier 1–2 cities, reducing checkout time by 42% and improving accessibility through motion-first UX.

HDFC Bank

PRODUCT DESIGN CONSULTANT (VIA INKONIQ - CX 100) // MAY 2021 - NOV 2021

Led redesign of HDFC's multi-platform loan application experience, enhancing accessibility and completion efficiency.

- Developed a responsive conversational UI, increasing completion rates from 20% → 91%.
- Conducted WCAG 2.0 accessibility audits to improve usability for low-literacy users in Tier 2/3 cities.
- Collaborated with engineers and QA teams, closing logic gaps and reducing data mismatches by 40%.

LEADERSHIP

Indiana University

UX PROGRAM MANAGER // FEB 2024 - MAY 2025

Led multi-disciplinary research and design initiatives spanning healthcare and embodied interaction.

- Directed a 22-member cross-functional team, delivering scalable design frameworks and a shared research repository across five projects.
- Designed an AI-driven caregiving system for a pediatric oncology project (NSF-funded), reducing handoff friction by 80%.
- Increased museum visitor engagement by 30% through gesture-based storytelling interfaces tested with 100+ participants.

EDUCATION

Indiana University

MASTER'S OF SCIENCE, HUMAN COMPUTER INTERACTION

- GPA: 3.96/4
- Focus on HCI Psychology and Accessibility

Ajeenkya D Y Patil University

MASTER'S OF DESIGN, PRODUCT DESIGN

- GPA: 8.13/10
- Focus on Human Factors and Design Research

Gujarat Technological University

BACHELOR'S OF ENGINEERING, MECHANICAL ENGG.

- GPA: 8.39/10

SKILLS

Competencies

Product Design • Interaction Design • UX Strategy • Design Thinking • UI Design • User Research • Journey Mapping • Wireframing • Information Architecture • Contextual Inquiry • Prototyping • Usability Testing • Accessibility • Agile Development • Design Systems • User Centered Design

Technologies

Figma • Sketch • Invision • Principal • Adobe XD • UserTesting.com • UserZoom • Adobe CC (Photoshop, Illustrator, AfterEffects) • LottiFiles • Axure RP • JIRA • HTML • CSS • GitHub • Prototipie • UXPin