

WORK EXPERIENCE

Uncork Digital LLC

June 2025 - Present

Product Designer

Building a SaaS POS platform that simplifies complex retail operations into seamless, data-driven user experiences

- Designing admin and cashier systems that transform business data lacking visibility across inventory, purchase orders, and sales analytics into actionable, real-time insights, enabling **faster decision-making** and **improving operational visibility**.
- Set-up a system-wide enterprise design framework with scalable architecture, collaborating with stakeholders to embed user feedback into decision-making. **Reduced user flow friction by 32% by optimizing interactions and cutting task steps in half.**
- Leading UX research with client-side users to uncover gaps between the operational UI of POS and translate insights into effective user flows and dashboard structures to **improve user confidence** and **reducing training time by 12%**.
- Executing marketing-led responsibilities to add more pace across teams by designing internal tools, marketing templates, and an **AI-powered brand website platform**, to simplify content and **campaign scheduling** for time-strapped users.

Shoptaki

Feb 2025- May 2025

Led design of a SaaS digital identity platform for simplifying wealth management and identity flows into intuitive experiences

Product Designer

- Collaborated with stakeholders, partners, and investors to map fragmented identity pages, uncovering gaps in trust and security; with design thinking methods to reframe the flow and establish the missing USP for the digital ID experience.
- Redesigned the core MVP identity flows by analyzing user pain points and applying data-driven insights, to simplify verification while ensuring accessibility and security remained central boosting **task success by 15% and securing stakeholder buy-in**.
- Validated improvements through iterative prototyping and A/B testing, reducing task flow steps **from 9.6s to 5.6s for identity verification**, which significantly improved findability, usability, and user trust in the platform's identity system.

UX Designer

Aug 2024 - Jan 2025

- Identified inefficiencies in financial flows where tasks required excessive taps, and redesigned the process using user journey insights, reducing steps and streamlining **task completion by increasing 30%** more journey completion per user session.
- Introduced a slide gesture to replace repeated back-clicks in financial flows, reducing excess taps and enabling users to complete tasks in fewer steps, which improved efficiency and **boosted navigational clarity by 12%**

Immer

Jan 2024 – May 2024

UX UI Designer (Internship)

Shaped live chat dashboards and chat flow, boosting attendee engagement and vendor analytics

- Mapped usability gaps in for live support analytics through contextual inquiries, radar mapping, and mental model analysis; designed 50+ high-fidelity prototypes and responsive wireframes, **improving accessibility** and visual polish.
- Conducted usability testing and iterative design reviews using Contextual inquiry, Mental modal analysis and A/B testing, identifying friction in live chat flows and reducing task steps, which **increased attendee engagement by 31%**.
- Collaborated with cross-functional teams to validate insights from surveys and testing, refining interaction patterns into reusable components that **boosted usability by 12%** and strengthened design system maturity.
- Benchmarked competitors and documented design standards efforts to maintain consistency, reducing interface discrepancies.

Freelance (Clients: Kompkin | Miurac | MHM's Outcome-Based Education)

Dec 2021 – Feb 2025

UX/ UI & Product Designer, Developer

- **Kompkin:** Redesigned an e-learning platform using atomic design to support scalable, engaging experiences for learners.
- **Miurac (Edufeat):** Designed reusable UX patterns that boosted organic traffic by 50% through improved site structure.
- **MHM's Outcome-Based Education:** Developed interactive learning tools using Python to reinforce core programming concepts.

TOOLS, LANGUAGES & SKILLS

Design & Research: Design system, Tokens & Theming, Visual design, Design Documentation, WCAG, Heuristics evaluation, IA, Competitor research, Storytelling, A/B testing, Competitor research

Tools: Figma, Adobe XD, Adobe Illustrator, After Effects, Miro, Sketch, Jira, Trello, Optimal Workshop

Languages: HTML/CSS, JS, Python, SQL

EDUCATION

Pace University

New York, NY

MS in Information Systems | Concentration: HCI/User Experience Design (GPA : 3.93/4)

Sep 2022 - May 2024

University of Mumbai

Mumbai, India

B. E in Electronics and Telecommunication (GPA : 3.72/4)

Aug 2018 - Jun 2022