

Lead Designer

Design leader with 8+ years of experience creating and scaling B2B, SaaS, enterprise and products across web & mobile. Expertise in end-to-end product design, user research, UX strategy, with a proven track record of delivering intuitive, high-impact experiences that drive measurable outcomes in business and user experience. Adept at leading cross-functional collaboration with product, engineering, & business stakeholders to translate complex and ambiguous challenges into elegant, scalable solutions

UI/UX Designer (Sole)

AMPERSAND

New York, NY

Oct 2021 – Present

- o Lead and manage the end-to-end UX design process for a complex, data-heavy AdTech platform within an Agile environment, driving alignment between user needs & business goals .
- o Spearhead user research initiatives, including annual surveys and creating continuous feedback loops, translating insights into actionable design improvements.
- o Delivered measurable impact by improving NPS by 34%, Usability score from 26 → 53, Simplicity from 30 → 54, Navigation from 49 → 69.
- o Partner closely with Product Managers and stakeholders to define product vision, secure buy-in, and influence decision-making based on research data.
- o Collaborate cross-functionally with Engineering, QA, Customer Support, and Marketing to ensure seamless execution and delivery.
- o Contribute to product roadmap planning, leveraging research insights and user data to prioritize high-impact initiatives.
- o Lead the redesign of legacy applications, improving usability, accessibility, and overall user experience.
- o Own and evolve the design system, ensuring scalability, consistency, and efficiency across platforms.
- o Advocate for UX best practices and embrace AI in the day-to-day design tasks. Enhanced UI/UX processes and workflows to work with product processes and systems.

Founding UI/UX Designer

SUUCHI INC.

Paramus, NJ

Nov 2018- Oct 2021

- o Led the design of a Product Lifecycle Management B2B SaaS platform across web and mobile (iOS & Android) used by 350+ businesses and 600+ factories and suppliers, delivering cohesive and scalable user experiences.
- o Worked directly with the CEO on ideation, concept sketches, and demos.
- o Collaborated with CTO, Product Leader & Managers, QA, and Engineering teams to translate complex and ambiguous business requirements into intuitive interfaces from ground 0 → 1 in delivering 35+ features.
- o Applied Lean UX and MVP methodologies to rapidly iterate and validate design solutions.
- o Designed and developed responsive UI for web and do rapid prototyping for web & mobile.
- o Implemented mobile-first design principles, ensuring responsive and user-friendly experiences across devices
- o Partnered with offshore development teams to ensure accurate implementation & smooth design handoff.
- o Increased 38% of internal users' adoption by conducting user research and usability testing to validate design decisions and influenced prioritization of features based on user needs.
- o Created and maintained design systems, improving consistency and development efficiency.
- o Navigate ambiguity, educated about UX design, UX best practices to increase design maturity of the organization.

Software Developer (Intern)

GLOBAL IT EXPERTS

Houston, TX

Aug 2018 - Nov 2021

- o Developed front end code for the E-commerce website. Made it responsive for smart devices. Resolved issues, modified, maintained code for the website.

Freelance UI/UX Designer (Remote)

INNOCAL

India

Sep 2017- Mar 2018

- o Designed and developed UX solutions for a web-based Appraisal Rating System, improving usability and workflow efficiency for client.
- o Created user journey maps, sitemaps, and information architecture to structure intuitive user experiences.
- o Designed wireframes, UI layouts, and visual components aligned with business and user needs.
- o Developed and maintained a comprehensive style guide to ensure design consistency.
- o Conducted usability testing and A/B testing to validate design decisions and optimize user experience.

Web Developer (Intern)

G.N. COMPUTING

Nagpur, India

Jul 2014 - Dec 2014

- o Developed a Trading application. Analyzed requirements, project specifications & client's expectations.

Web Developer (Intern)

MAKE A DIFFERENCE

Nagpur, India

Sep 2013 - Feb 2014

- o Developed fully functional web pages using HTML, CSS, JavaScript to existing site. Managed, edited, updated the website.

Skills

Design Skills - User Centered Design, Wireframing, Prototyping, User Flows, Journey Mapping, Empathy Mapping, Accessibility, Heuristic Evaluation, Design Strategy, Responsive & Scalable Design, Information Architecture, Data Visualization.

Research & Testing – Qualitative and Quantitative Research, Persona, Competitive Analysis, A/B Testing, User Testing, Usability Testing, Research Synthesis, Data analysis

Methodologies & Frameworks- Agile, System Thinking, Double Diamond, JTBD, HMW, Crazy 8s, Lean UX, OKR, NPS.

Tools - Figma, Adobe XD, Balsamiq, Adobe Creative Suite, JIRA, Confluence, Power BI, Whimsical, Miro, Microsoft Clarity, Survey Monkey, Maze.

AI Tools & Skills- Figma Make, Claude Design, Claude Code, Google Stitch, Adobe Firefly, Chat GPT, MS Copilot, Perplexity, UX Pilot, Cursor, Lovable, Prompt Engineering, MCP.

Languages-HTML, CSS, JavaScript, Bootstrap, Vibe coding.

Workshops-Design Thinking, Design Sprint, Lightning -Decision Jam.

Certifications

UX Management by NN Group

Sep 2024

AI for UX Design by Design lab

Mar 2026

Designing and Building AI Products & Services by MITx pro

May 2026

Education

MS in Computer Science TEXAS A&M UNIVERSITY KINGSVILLE

Texas, 2018

Bachelor of Engineering in IT RAISONI COLLEGE OF ENGINEERING

Nagpur, India 2015