

Tab 1

SUMMARY:

I use research to solve business problems. With experience in fintech, retail, and tech startups, I bring a user-first lens to strategy, pain points, and growth opportunities. Always learning, always curious.

EDUCATION:

National Institute of Design, Ahmedabad

Masters in Strategic Design Management

Gandhinagar, PG Campus

06/2024–Present

National Institute of Fashion Technology

Bachelor's in Fashion Communication

Kangra

06/2017–04/2021

WORK EXPERIENCE:

The Coca-cola Company x NID

Strategic Design Consultant, Design Research, Ahmedabad, GJ - 06/2025–12/2025

- Conducted generative research across 50+ retail channels in Ahmedabad and Bangalore in diverse markets to analyze customer and shopkeeper behaviours.
- Developed insights and design directions for POSM solutions to maximizing customer attractiveness, shopkeeper retention, and dealer cost-effectiveness.

PayU – LazyPay – Internship

CX Design, UX Research, Bengaluru, KA- 05/2025–06/2025

- Co-led a qualitative user research project analyzing over 3 lakh user data points and 100+ in-depth user interviews to identify friction areas in LazyPay's onboarding funnel.
- Delivered evidence-backed insights, and actionable product interventions to tackle frictions.

Morff (freelance marketplace)

Business Operations (Supply), Bengaluru(Remote), KA - 06/2022–07/2023

- Supply Operations: Executed talent acquisition strategies achieving 60% supply base expansion and facilitated 66 successful lead conversions through strategic freelancer-client matching.
- User Research: Conducted comprehensive user research and journey mapping to identify onboarding friction points, and collaborated with UI designers to ideate and implement improved onboarding flows – resulting in a 5% increase in user conversion across registration and profile completion.
- Business Process: Designed and implemented automated WhatsApp communication system streamlining collaboration between supply, sales, and project management teams, significantly reducing lead turnaround time.

Leo Burnett – Graduation Project

Copywriter and Brand Strategy, Gurgaon(Remote) - 11/2020–04/2021

- Copywriting: Developed copy for business development projects across major brands (Whisper, Hero, Yash Pakka), while creating long-form content for Valvoline and Philip Morris to enhance brand engagement.
 - Brand Strategy: Supported Strategy VP with comprehensive competitive analysis, campaign analysis, to inform new business pitches and strategic initiatives.
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ACADEMIC PROJECTS:

Pickers in Q-Commerce Dark Stores

Human Behaviour and Strategies, Prototyping, Simulation Test

- Studied picker behaviors and workflows to uncover stress points, workarounds, and decision-making under time pressure in Q-commerce darkstores. Identified patterns in deviant behaviors and tested interventions via simulation, resulting in 15-20 second per order speed increase.

Understanding Young India's Engagement with Buy-Now-Pay-Later Products

Research Design, Design Research, User Research

- Investigated user behavior patterns, usage contexts, and e-KYC verification barriers in Buy-Now-Pay-Later services. Presented findings to PayU-LazyPay Business Head, leading to collaboration on a live project.

InBetween- New Service Design

Service Design, Prototype Testing, Service Scalability Blueprint

- Created a service concept addressing Healthy self-expression through co-creative research, journey mapping.
- Prototyped with 30+ participants to test feasibility, viability and scalability of the service informing the Future State Blueprint.

Organisation Design Audit- on a Metal Fabrication company

Organisation Audit, Opportunity Identification, Business Model Innovation

- Conducted multi-level stakeholder research to uncover organizational bottlenecks and propose interventions for sustainable scaling and operational excellence.

SKILLS AND TOOLS:

Courses & Certifications: [Behavioural Economics Ogilvy](#)

Research: Mixed Method, Survey, Indepth Interview, Data Analysis, User Flow, Journey Maps, Card Sorts, Qualitative Insight Generation, Ethnography, Focus Groups, Contextual Interviews, Quantitative Research, Qualitative Research, Surveys.

Design: Design Thinking, User-Centric Design, Research Design, Strategic Planning, Analytical Thinking, Business Analysis

Tools: Figma, Mural, Miro, InDesign, Illustrator, Framer, Pivot Tables, MS Excel, Balsamiq, Jira, Survey Monkey.

Gen AI tools (Research and Prototype): NotebookLM, Claude, Gemini, Lovable, Figma Make, Google Stitch

Soft Skills: Empathetic, Communication, Self Leadership, Adaptability, Creativity, Problem-solving, Time Management