

Strategic design leader with **10+ years of experience** shaping **product vision, end-to-end narratives, and scalable design systems** to turn complex problems into **growth-driving experiences** across early-stage and mature platforms. Skilled at building strong teams, **setting long-term design direction**, and using design as a lever for **business impact and user trust**.

- Product & design strategy
- Brand storytelling
- Design systems
- Cross-functional influence
- Thought leadership
- People development
- Experience architecture
- Design operating models

WORK EXPERIENCE



Principal Product Designer

ACKO | Apr '24 - Present

- Led end-to-end redesign of ACKO's mobile app, transforming it from an insurance utility into a high-frequency protection platform. Rebuilt IA, discovery, and engagement loops that drove **4.6M vehicle additions, grew WAU from 390K to 725K (+86%) and increased VAS usage 6x times**.
- Shaped the design strategy and execution for the website revamp to encourage deeper engagement; **website bounce rate dropped by 15% and app interaction depth increased 4x**.
- Lead and scaled a team of **product designers**, establishing strong **thinking frameworks** around information architecture, system design, and raising the **quality of craft and design decisions** across the team.
- Established design standards, critique mechanisms, and cross-functional operating models to scale design impact consistently across teams.

Senior Product Designer - 2

ACKO | Nov '22 - Mar '24

- Designed ACKO's end-to-end challan experience across web and app, driving **3M+ annual installs, engaging 5M+ users, and delivering 2x higher retention**.
- Developed the app's discovery and cross-sell framework to power growth, increasing TOFU and **driving 6x growth in VAS engagement**.
- Redesigned onboarding flows to be contextual and conditional, achieving 92% completion across new and returning users.

Senior Product Designer - 1

ACKO | Aug '21 - Oct '22

- Owned the end-to-end design of the website homepage wrapper, transforming it from a static marketing surface into a modular discovery layer for multiple insurance SKUs.
- Designed FASTag recharge enhancements and low-balance alert flows, increasing monthly recharges from 400 to 1,800, lifting recharge frequency by 15%, and driving 1,200+ alert sign-ups.



Senior Interaction Designer

Wipro | Apr '20 - Aug '21

- Defined the UX strategy and core design principles for a B2B travel platform, establishing a clear foundation for future product development.
- Partnered closely with product and engineering to translate the design foundation into a scalable, user-centric experience.



Product Designer

Mastermind Sports | Mar '19 - Mar '20

- Boosted user base from 20,000 to 300,000 and daily active users from 120 to 7000 by simplifying key user flows in the BigPesa app to improve usability and reduce friction.



Product Designer

Happay Limited | Aug '17 - Mar '19

- Responsible for end-to-end design strategy, wireframing, UI review, drafting A/B tests and channeling releases with product for Expense Management, Travel platform on both web and app platforms.



Lead UX Designer

CRMIT Solutions | May '15 - Jul '17

- Led design for marketing assets across the website, emailers, and landing pages, with a focus on improving conversion performance.

EDUCATION

Diploma in UI/UX design

Zee Institute of Creative Arts | 2013 - 2014

- Studied graphic and web design with a focus on user interface principles, interaction design, and visual communication.

Master of Business Administration

PES Institute of Technology | 2011 - 2013

- Studied marketing strategy, market research, consumer behavior, branding, and business development.

Bachelor of Business Management

SSMRV College, Bengaluru | 2008 - 2011

- Covered core business subjects including finance, human resources, operations, and organizational behavior.