

SUMMARY

Lead UX Designer with 8+ years of experience leading end-to-end product design for complex enterprise platforms across healthcare-adjacent, fintech, data, ERP, and AI-driven products. Experienced in driving UX strategy from discovery through delivery, partnering closely with product, engineering, business and research teams to create intuitive, evidence-based experiences for high-impact workflows.

Known for simplifying complex systems into scalable, user-centred products while building design capability through mentorship, workshops, design systems and AI-enabled design practices. Passionate about creating products that improve people's work and ultimately deliver meaningful real-world outcomes.

KEY IMPACT

- Led UX strategy and design across multiple enterprise products from concept through delivery across global markets including US, EU, ANZ, and Nordic regions
- Facilitated stakeholder workshops, journey mapping, workflow analysis, service blueprinting and collaborative design sessions across product, engineering, business, and customer teams
- Defined scalable UX frameworks, reusable interaction patterns, and design-system-aligned experiences across complex enterprise workflows
- Spearheaded the team enablement program to up-skill the design team on Designing for AI and Designing with AI

EXPERIENCE

Senior Designer 3 (Senior Product Designer) | UXG, ValueLabs Mar 2023 – Present

Leading UX for an institutional-grade digital asset platform across 5 web and mobile modules, facilitating alignment across product owners, business analysts, developers, and designers with focus on scalable workflows, system consistency, and operational efficiency(on-going)

Led discovery and UX framework design for a Trans-Tasman B2B sales platform, simplifying fragmented ERP, CRM, order management, search, promotions, and checkout workflows into a high-density, low-click operational experience for sales teams.

Conducted stakeholder workshops, user interviews, journey mapping, service blueprinting, usability testing, and workflow analysis to validate requirements, prioritise workflows, and inform scalable product decisions across AU/NZ operations.

Led end-to-end design of enterprise platforms across Nordic and European markets spanning data and B2B spend management systems, improving operational efficiency, adoption, and workflow clarity.

Senior Designer 2 | UXG, ValueLabs Mar 2021 – Feb 2023

Reduced task completion time for a large-scale omnichannel marketing platform(Tag Worldwide, now Dentsu) by redesigning DAM, campaign management, content automation, and workflow orchestration experiences through a multi-year engagement.

Collaborated with cross-functional stakeholders to iteratively refine workflows, interaction patterns, and scalable UX solutions balancing business objectives and user needs.

Contributed to design operations including estimation, planning, hiring, and team scaling; mentored and onboarded 7–10 designers

Senior Designer | UXG, ValueLabs Aug 2020 – Feb 2021

Led foundational design discovery for enterprise platforms including real estate feasibility, education, data governance, and analytics systems using research(user and stakeholder interviews), IA, and service blueprinting.

Presented research findings, design rationale, workflow options, and trade-offs to build consensus across product, business, and engineering stakeholders.

Assistant Manager – Industrial Design | Bajaj Electricals Jun 2018 – Jul 2020

Led user research and concept development through field studies, interviews, and workshops

New product development: Concepts to production-ready designs: Three gas-stove products launched in market

Drove sustainability initiatives and workshops across product lifecycles and management level using systems-level thinking

Graduation Project Intern | Philips Design Aug 2017 – Feb 2018

Researched circular economy models and product-service systems for kitchen appliances

Supported UX workflows through research synthesis and early-stage design exploration

EDUCATION

Master of Design (Product Design) 2015 – 2018
National Institute of Design (NID), Ahmedabad

Bachelor of Engineering (Mechanical) 2010 – 2014
Mumbai University

SKILLS

Product & UX:
Enterprise UX, Product Design, Interaction Design, Information Architecture, Design Systems, Accessibility, Prototyping, Service Blueprinting, Workflow Analysis, UX Strategy

Research & Strategy:
User Research, Journey Mapping, Workshop Facilitation, Design Thinking Workshops, Usability Testing, Persona Creation, Research Synthesis, Business Model Innovation, Circular Economy

Collaboration:
Stakeholder Management, Cross-functional Collaboration, Agile UX, Lean UX, Design Mentorship, Engineering Collaboration, Design Critique

Tools:
Figma, UX Pilot, Adobe XD, Photoshop, Illustrator, InDesign, SolidWorks, Rhino, KeyShot

ACHIEVEMENTS

Guest Lecturer & Jury member - National Institute of Fashion Technology (2025)

3X Star of the Month - ValueLabs (2022, 2023, 2025)

Multiple awards for design projects under Good Design Awards, Vega Awards (2021, 2022)

Schmidt MacArthur Fellow for Circular Economy - Ellen MacArthur Foundation (2017)

Global Wildcard - Nudge Global Impact Challenge (2019)

Research paper Publication on Systems Thinking - LeNS World Distributed Conference, Bengaluru India (2019)