

PROFILE

Senior Product Designer with 10+ years of experience across product design, UX/UI and design leadership. Experienced in complex SaaS products, enterprise tools, user research, interaction design, prototyping, design systems and product analytics.

Currently at ORIS Materials Intelligence, where my responsibilities have expanded from UX/UI design into product discovery, feature definition, prioritisation, design systems, engineering collaboration and post-launch product analysis. I combine user research, behavioural data and rapid AI-assisted prototyping to understand problems, validate ideas early and improve products after release.

CORE EXPERTISE

- Product Strategy
- Product Discovery | Problem Framing | Feature Definition | Prioritisation | Roadmap Contribution | MVP / MLP Definition
- UX Research
- User Interviews | Usability Testing | User Feedback Analysis | Journey Mapping | Behaviour Analysis | Competitor Research
- Product Design
- Information Architecture | Complex Workflows | Interaction Design | Wire-framing | Prototyping | Data Visualisation | Design Systems
- AI & Rapid Prototyping
- AI-assisted Ideation | Rapid AI Prototyping | Concept Exploration | Scenario Testing | Early Validation
- Product Analytics
- Datadog | Feature Adoption | Workflow Completion | User Behaviour | Post-launch Evaluation | Data-informed Iteration
- Collaboration & Delivery
- Workshop Facilitation | Product & Engineering Collaboration | Stakeholder Management | Design QA | Cross-functional Alignment

KEY CONTRIBUTIONS

- Broader Product Ownership
- Expanded beyond UI/UX execution into product discovery, feature definition, prioritisation, design systems, analytics and cross-functional product delivery.
- Faster Validation
- Introduced rapid AI prototyping to explore and validate ideas earlier, contributing to a significant improvement in design delivery speed recognised by management.
- Design System Adoption
- Created and drove adoption of the ORIS design system to improve consistency and provide a stronger foundation for product delivery.
- Data-informed Decisions
- Introduced Datadog usage analysis into the design process to understand how users interact with released features and identify areas for improvement.
- Evidence-driven Design
- Combined user research, product analytics and delivery feedback to move product discussions from assumptions toward evidence-based decisions.

HOW I WORK

Intent Framework

INTENT is my flexible product-design framework for connecting user needs, business goals, technical feasibility, delivery, and post-launch learning into one continuous product cycle.

INTENT	Define the user need, business goal, and outcome.
EVIDENCE	Use research, feedback, analytics, and market insights.
EXPLORE	Generate and compare possible solution directions.
PROTOTYPE	Test assumptions and workflows early.
FEASIBILITY	Align with Engineering on constraints and dependencies.
MLP	Prioritise the smallest valuable release.
SHIP	Support implementation, QA, and release.
MEASURE	Track behaviour, feedback, and outcomes to guide the next iteration.

Flexible by design

Adaptable to the team’s existing way of working, including Agile, Scrum, Kanban, Lean UX, Design Thinking, and Design Sprints.

TOOLS & TECHNOLOGIES

Design

- Figma

Sketch

Adobe Creative Cloud

AI prototyping & Synthesis

- Google AI Studio

Claude

V0

Sketch

Lovable

ChatGPT

Figma Make

Notebooklm

Analytics

- Datadog

Tableau

Mixpanel

Google Analytics

Product & Research Colaboration

- UXtweak

Miro

Google Forms

FigJam

Zeplin

Notion

Confluence

Jira

Slack

PROFESSIONAL EXPERIENCE

ORIS MATERIALS INTELLIGENCE

UX/UI Designer (Solo) | Product Design

Scope

Mar 2024 – Present | Lyon, France

Product Designer on a carbon-intelligence SaaS platform for infrastructure teams. Responsibilities span discovery, product definition, design systems, analytics and cross-functional delivery.

PRODUCT DISCOVERY & STRATEGY

- Conduct user interviews, usability research and competitor analysis.
- Translate complex infrastructure workflows into product problems and user flows.
- Facilitate workshops and contribute to prioritisation and product-direction decisions.

PRODUCT DESIGN & VALIDATION

- Design complex SaaS workflows from early concepts through interactive prototypes to implementation-ready UI.
- Use rapid prototyping to validate experience directions before development.
- Created and drove adoption of the ORIS design system.

PRODUCT & ENGINEERING COLLABORATION

- Collaborate with Product Owners, PMs and engineers across discovery, feasibility and delivery.
- Balance user needs, business priorities and technical constraints.
- Conduct design QA, release validation and workshops to surface technical blockers early.

PRODUCT ANALYTICS & ITERATION

- Use Datadog and product analytics to track adoption, completion and repeat behaviour.
- Combine quantitative data with qualitative feedback to inform prioritisation.
- Feed post-launch learning into the next cycle of discovery.

GLOBALLOGIC — GOOGLE CLIENT

Senior Analyst, Usability & Design

Jun 2023 – Jul 2023 | Bengaluru, India

- Worked as an external UX/UI designer on Google-related internal tools for Sales Automation and third-party Ad Measurement.
- Led UX research and interaction design for third-party partner initiatives.
- Designed workflows for Sales Automation products.
- Collaborated with Product Managers and engineers throughout delivery.
- Created a centralised design repository to improve consistency and knowledge sharing.

OMG GROUP

Assistant General Manager | UI/UX Design

Dec 2020 – Apr 2023 | Bengaluru, India

- Led end-to-end design projects across fintech, e-commerce, healthcare, education and other digital products.
- Managed multidisciplinary teams of 5+ members.
- Led project planning, sprint coordination, timelines and delegation.
- Conducted UX research, wireframing, product concepts and market analysis.
- Worked directly with clients and stakeholders on requirements and product direction.
- Established design standards and reusable practices to improve quality and team efficiency

Vmoksha Technologies

Senior UI/UX Designer

Sep 2020 – Nov 2020 | Bengaluru, India

Led UX/UI delivery across multiple projects covering research, wireframes, prototypes and responsive design.

Octalian

Creative Lead & UI/UX Designer

Jun 2019 – Sep 2020 | Bengaluru, India

Led web, mobile, game, VR and AR projects and founded an internal creative studio for experimental concepts.

Dhithi

Freelance UX/UI Consultant

Jun 2018 – Apr 2019 | Bengaluru, India

Contrivo Developers

Freelance UX/UI Consultant

Feb 2017 – Jan 2019 | Cochin, India

Metis IT & Media Solutions

UI/UX Designer

Aug 2015 – Dec 2016 | Chennai, India

SELECTED PRODUCT EXPERIENCE

Carbon Assessment Workflows, Shipped & Measured

Designed and evolved core carbon-assessment workflows across materials, sourcing, transport and results. .

71 users · 815 sessions · 39 BoQ users · 1,983 material interactions

Assessment History & Versioning , Shipped & Measured

Designed versioning workflows that help teams preserve and revisit changing project states.

29 users · 168 sessions · 923 actions · 71 versions created · 39.2% adoption

Homepage & Navigation — Shipped & Measured

Redesigned the product entry experience around recent work, quick actions, portfolios, workspaces and clearer navigation.

269 assessment visits · 176 new-assessment actions · 48 workspace visits · 39 portfolio visits.

Hierarchical Bill of Quantities

Designed multi-level grouping so complex infrastructure projects can reflect real project, package and component structures instead of flat material lists.

16 users used sub-grouping · 74 sub-group actions · 4 users created main groups

Unified Assessment Flow, in dev

Defined a single assessment journey across manual input, Excel, PDF and BIM to reduce fragmented file, extraction and mapping workflows. Product direction defined · implementation in progress ·

analytics pending.

Measurement Conversion

Defined an automated conversion experience for mass, area, volume, length and unit-based inputs to reduce manual calculations and downstream errors.

analytics pending.

EDUCATION

2011 – 2015

B.Tech, Information Technology

Karunya University

2017 – 2019

Graphic Design & Advanced Animation

Arena Animation International Program

2019 - present

Interaction Design Foundation

INTERESTS

Board Game Design

Conceptualising strategy-based games with dynamic terrain and customisable troop placement

Miniature Kit Building

Assembling detailed models(e.g., Metal Earth) combining precision, patience, and creativity