

PROFILE SUMMARY

A Product Designer with an M.Des from IIT Bombay and 7 years of experience spanning product design, enterprise UX, and engineering. GE Healthcare background shaped a discipline of mapping systems before proposing changes, one that now applies to every product problem touched. Experienced in taking ambiguous problems from research and problem framing through interaction design, systems thinking, prototyping, and developer handoff, often as the lead or sole designer on the project. At The Minimalist Solutions, led end-to-end design across fintech, insurance, enterprise SaaS, and consumer tech, frequently as the sole designer from discovery to handoff. Integrates AI tools actively into the design process, bringing a rare combination of feasibility awareness, systems thinking, and craft to every project.

EDUCATION & CERTIFICATIONS

Master of Design - IDC, School of Design, IIT Bombay	2021 - 2023
Bachelors in Engineering - SCOE, Pune University	2014 - 2017
Diploma in Engineering - Cusrow Wadia Institute, Pune	2011 - 2014

WORK EXPERIENCE

Lead Product Designer - The Minimalist Solutions Pvt. Ltd. August '23 - Present

Full-service design agency spanning fintech, insurance, enterprise, and consumer tech. Led all owned projects from initial brief to final handoff.

- General Insurance Sales Platform & App:** Redesigned a fragmented 3-role internal tool into a unified role-based product spanning 80+ screens across mobile and desktop, streamlining approval flows and reducing cross-screen navigation for Employees, Managers, and Sales Leaders.
- Quantitative Finance Talent Mobile App:** Led end-to-end UX & UI on a 12-module, data-heavy platform serving 2 user types, designing 130+ mobile App screens across wireframes, UI, and a custom design system through to developer handoff, while restructuring a mid-journey drop-off problem around a progress dashboard and simplified learning flow.
- Consumer Tech Gamification** (3-org collaboration): Led UX and program coordination across a 3-organisation collaboration to design a 5-badge progressive challenge system to onboard users onto a smart appliance, from persona development through end-to-end flows, while keeping all stakeholders aligned throughout.
- Luxury & Immersive Experiences:** Designed UX and brand identity for a luxury product vertical, and built an AR experience, keeping the high-end feel intact while making sure both were actually usable and buildable.

Industrial Design Intern - TITAN Company, Bangalore May '22 - July '22

Physical product design within Titan's consumer watch division.

- Designed watch faces for Titan's consumer lineup. 2 out of 10 made it into the Mother of Pearl collection and were sold commercially in 2023.
- Handled the full process from concept sketches to production specs, working within tight brand, material, and manufacturing constraints.

Process Engineer (Systems Design & Human Factors) - GE Healthcare, Bangalore April '19 - June '21

- Error-prevention design:** Reduced defect rates in X-ray insert production by redesigning physical interaction checkpoints using Poka-yoke constraints to make unsafe operator actions structurally impossible, not just instructed against. The same forcing-function logic applied directly to UX flows.
- Task flow analysis:** Mapped 30+ operator touchpoints across the full manufacturing sequence to define where process precision was non-negotiable and where human judgment could be safely trusted, a physical analogue to interaction design.
- Cross-functional execution:** Drove solutions from problem identification through floor implementation, collaborating across engineering, quality, and operations teams.

Technology Engineer (Systems Analysis & Feasibility) - GE Healthcare, Bangalore June '17 - April '19

- Feasibility-first thinking:** Reverse-engineered existing components to evaluate structural alternatives, validating viability through multi-point risk analysis before recommending changes, the same evaluate-before-commit discipline now applied to design decisions.
- Optimised supplier pricing without compromising system integrity across a regulated medical device supply chain.

PASSION PROJECTS

Metamorph Chess: Original chess variant with a scheduled piece-transformation mechanic, a systems design problem disguised as a board game. Designed rules, balance logic, and interaction model from scratch, deployed as a live web app using AI, with mobile app in development. Play it at metamorph-chess.vercel.app

Swift - Quick Commerce AI Reorder UX: A concept for smarter reordering in quick commerce apps, built around an AI- driven pre-emptive cart, floating cart bar, and inline quantity controls. The goal was to make repeat purchases feel effortless rather than repetitive.

WayFarer: Mobile Home for Indian Youth (M.Des Thesis, IIT Bombay): A van life concept designed specifically for India's nomadic young workforce. Covered the full design process: user research, persona development, product placement studies, ideation sketching, and final 3D concept development, including interior systems for living, working, and cooking within a compact mobile space.

Elegant Carats: Brand & Digital Identity: A branding project for a lab-grown diamond jewellery concept. Worked out the visual identity, brand language, and digital touchpoints, trying to make sustainability feel luxurious rather than worthy.

SKILLS

UX, UI & Product Design	Research & Strategy	AI for Design Workflows	Tools & Craft
- End-to-End Product Design - UX Design - Interaction Design - Information Architecture - Wireframing - Prototyping - Responsive Design - Mobile-First Design - Design Systems - Accessibility (WCAG 2.1) - Developer Handoff - Feasibility-Aware Design	- User Research - Research Synthesis - Journey Mapping - Persona Development - Problem Framing - Feature Prioritization - Heuristic Evaluation - Stakeholder Alignment - Cross-Functional Collaboration - Project Planning	- AI-Assisted Ideations - Prompt Design for UX Tasks - AI-Supported Research synthesis - AI-Assisted UX Writing - Visual Ideation with Gen AI - Human-in-the-Loop Review - Bias & Hallucination checks	- Figma • Framer - Adobe PS / Illustrator - Rhino • KeyShot - Claude • Midjourney - Notion, Jira - HTML/CSS (prototype- level) - Antigravity • Pencil