

SUMMARY OF QUALIFICATIONS

- Experienced designer with 14 years of creating intuitive **user-centered designs**
- Proficient in **design tools**: Figma, Sketch, Adobe Suite, Illustrator
- Working knowledge of **AI tools**: Cursor, Vercel, Antigravity, Claude etc.
- Expertise in **wireframing, prototyping, high-fidelity UI design**
- Strong understanding of **user research, user flows, usability principles**
- Cross-team collaboration experience (product, developers, marketers)
- Knowledgeable in front-end and AI-driven workflows for design feasibility

PROFESSIONAL EXPERIENCE

Design Lead – User Experience Designer

July 2021 – Present

PrivateCircle, Bangalore, Karnataka, India

Fintech | Financial Data Platform | Fundraising & Investment Platform | B2B & B2C

- Led UX/UI design across **5+ product platforms** including Markets, Research, Connect, Networks and AskPC – B2B & B2C SaaS
- Designed **100+ user flows, wireframes, prototypes and high-fidelity interfaces** across complex financial data products
- Delivered **50+ feature enhancements and UX improvements** through continuous product iteration and stakeholder collaboration
- Designed and developed **AskPC**, an AI-powered private market research platform, enabling users to explore company intelligence, funding data, investor insights, financial information and market analysis through conversational workflows
- Reduced design iteration cycles by adopting AI-assisted workflows, rapid prototyping and improved collaboration processes
- Conducted UX reviews, usability evaluations, and design validations to identify friction points and improve user experience
- Collaborated with product, engineering and business teams to deliver scalable solutions for B2B fintech users

Sr. User Experience Designer

Apr 2017 – May 2021

Vardaam Solutions, *Vadodara, Gujarat, India*

B2B SaaS Solutions | Healthcare Technology | Automotive Platforms

- Designed **30+ web and mobile application experiences** across healthcare, automotive and business platforms
- Created user journeys, information architecture, wireframes, prototypes and high-fidelity UI designs
- Conducted UX research and usability analysis to improve product experiences
- Developed reusable UI patterns and design guidelines to improve consistency
- Collaborated with developers and stakeholders to ensure smooth implementation and design feasibility

Product Designer | Web Designer

Jan 2016 – Mar 2017

Odysseus Solutions, *Vadodara, Gujarat, India*

Travel Technology | E-commerce | Booking Platforms | B2B & B2C SaaS

- Designed **15+ major digital experiences** including websites, mobile interfaces, landing pages, booking flows and customer portals
- Designed an end-to-end **cruise guest experience platform** that centralized activity discovery, booking, onboard schedules, guest tracking, billing management, service requests, ordering and cruise information
- Created user flows and UI experiences for cruise, flight and hotel products
- Developed wireframes, mockups and reusable design components
- Improved user journeys across search, booking and checkout experiences

Web - Graphic Designer

Sep 2013 – Jan 2016

VP InfoTech, *Vadodara, Gujarat, India*

Web Design | Digital Marketing | Branding

- Designed **250+ digital assets** including websites, software interfaces, banners, brochures, email campaigns and marketing materials
- Created wireframes, UI layouts, mockups, icons, logos and visual communication assets
- Collaborated with clients and internal teams to translate requirements into effective design solutions

Web – Graphic Designer | Social media strategist

Aug 2011 – Sep 2013

Creative-Edge, Vadodara, Gujarat, India

Web Design | Digital Marketing | Branding

- Designed **40+ websites, landing pages, and digital marketing assets** for business clients
- Created UI layouts, banners, advertisements, presentations, logos and promotional materials
- Developed visual content strategies for social media platforms and digital campaigns

EDUCATION

Diploma in Website and Graphic Design

2010

Image Institute of Digital Technology, Vadodara, Gujarat, India

Bachelor in Computer Application

2010

Gujarat University, Gujarat, India

Post Graduate Diploma in Export Import Management

2016

The Indian Institute of Export, Vadodara, Gujarat, India