



Profile

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Education

Masters of Design (2018-2021)
National Institute Design
Ahmedabad

Bachelors in Commerce (2011-2014)
Lady Shri Ram College for Women
University of Delhi

Tool	Proficiency Level
Ai	High
Ps	Medium-High
Ae	Medium
Pr	Medium-Low
Claude	Low

Achievements

Winner of iF design award 2025 (watsonx Orchestrate's design team)

Winner of Red Dot design award 2025 (watsonx Orchestrate's design team)

Winner of the first IBM spotlight award (July 2022)

Winner of IBM cultural catalyst award (October 2023)

Promoted from band 6A to 7B in IBM (Double promotion)

About me

With almost 6 years experience in UX/UI design, I've worked across B2B and B2C, with most of my experience in SaaS, designing for agentic AI, automation, and no-code tools. I enjoy building products end-to-end, from research and strategy to design and execution, and seeing them grow in the real world.

Work Experience (Overall 9 years)

Astrosure.ai, Delhi Sept. 2025 - April 2026

Design Lead - 7 months

Astrosure.ai is an AI first astrology app based out of Delhi

- Led end-to-end redesign of the core app, shipping 6+ features including a complete revamp of home page, interactive charts and reports microsite, improving user engagement across key product flows.
- Drove brand consistency across platforms by creating new brand guidelines and producing 200+ performance marketing creatives (static & video), supporting growth across social and paid channels.

IBM, Kochi October 2021 - July 2025

Senior UX Designer - 3 years 10 months

Senior UX Designer
June 2023 - till present (1 year 10 months)

Watsonx Orchestrate and No Code UI Automation (Role - Senior Designer)

- Led a team of 6 designers
- Redesigned the AI agents catalog experience for wxO - led to an increase in unique user visits by 126%
- Designed the product from scratch. It was a design driven project which enables the user to create their own no code automation by show and tell experience.

UX Designer
October 2021 - May 2023 (1 year 7 months)

Robotic Process Automation (Role - UX Designer)

- Led design and launch of key product features—signup flow, scheduling bots, calendar, and natural recorder—boosting developer efficiency for RPA bot development.

Cerina, UK (remote) March 2021 - October 2021

UX Designer (Freelance) - 8 months

Cerina is a UK-based mental health mobile app.

- Redesigned the user experience of the entire app for its Beta launch and pilot study with 1200 customers.
- Conducted user research interviews and secondary research.
- Worked in collaboration with PM, UI, content and tech team to deliver the product on time.

Spinny, Delhi July 2021 - October 2021

UI/UX internship - 3 months

Spinny is a used car company based out of Delhi.

- Conducted a user research study with 30+ users on their preferences and key points that they I look for when buying a used car.
- These insights were further make product details page more user friendly.

Scraplabs, Delhi July 2017 - May 2018

Fellowship Manager and curriculum designer - 10 months

Scraplabs is a hands on robotics education firm based out Delhi.

- Led and mentored a team of 25 fellows, conducted training sessions on pedagogy and classroom management, and designed curriculum for grades 2-5

Teach for India, Delhi June 2015 - May 2017

Fellow - 10 months

TFI is a non-profit organization dedicated to providing quality education to underprivileged children.

- Led 30 third and fourth grade students, organized creative and awareness workshops, and raised ₹65,000 in funds for student support.

The Smart Cube, Noida August 2014 - May 2015

Market research analyst - 10 months

The Smart Cube is a KPO based out of Noida.

- Conducted industry trend research and analysis, alongside primary and secondary research to develop comprehensive company report analyses.