



Profile

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Education

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Masters of Design

National Institute Design

Ahmedabad

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Bachelors in Commerce

Lady Shri Ram College for Women

University of Delhi

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Achievements

Winner of iF 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)

Work Experience

IBM, Kochi

October 2021 - Till present

3 years 8 months - Senior UX Designer

At IBM, I led a team of 6+ designers across three key products, driving end-to-end UX design and strategy and presenting solutions to stakeholders. I conducted 7+ usability studies, 6 design workshops, and closely collaborated on building products delivering AI agentic experiences.

Senior UX Designer

June 2023 - till present (1 year 10 months)

Watsonx Orchestrate (Role - Senior Designer)

- Led a team of 6 designers
- Redesigned the catalog experience for wxO - led to an increase in unique user visits by 126%
- Currently working on designing Watsonx Orchestrate platform delivering AI agentic experience
- Designed, reviewed and tested 500+ skills for usability issues and closely worked with partners like Wipro.

No Code UI Automation (Role - Lead Designer)

- Led a team of 4 designers
- 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.
- Delivered two mid fidelity prototype videos, a concept car prototype video for user testing and MVP. Currently working on the designs of MVP2.

UX Designer

October 2021 - May 2023 (1 year 7 months)

Robotic Process Automation (Role - UX Designer)

- Designed on enhancement and launch of multiple features in the product : signup and installation experience, scheduling bots, calendar component, natural recorder - which has increased the efficiency of the developers building and running RPA bots.

Cerina, UK

March 2021 - October 2021

8 months - UX Designer (Freelance)

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

3 months - UI/UX internship

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

10 months - Fellowship Manager and curriculum designer

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

- Hired, trained and led a team of 25 fellows.
- Designed and organised training sessions for fellows on classroom conduct and pedagogy.
- Designed curriculum for children of grade 2 to 5

Teach for India, Delhi

June 2015 - May 2017

10 months - Fellow

Teach for India is a not for Profit organisation working towards providing quality education to the underprivileged.

- Lead teacher of 30 3rd and 4th grade students.
- Organised several creative and awareness workshops for the students.
- Raised funds of about 65,000 to fund students'

The Smart Cube, Noida

August 2014 - May 2015

10 months - Market research analyst

The Smart Cube is a KPO based out of Noida.

- Research and analysis of industry trends.
- Primary and secondary research and create company report analysis.