

Experience

Senior Product Designer

Three Day Rule, Enceladus Ventures | Toronto, CA Jul 2024 — Present

Owning end-to-end UX/UI design for AI-driven projects, reporting to the Founder, and delivering high-quality designs under tight deadlines for B2B SaaS clients across finance, healthcare, education, transportation, and media sectors • Collaborated with international product, engineering, and data teams to integrate complex AI functionalities, resulting in an overall 40% increase in customer engagement and streamlined workflows • Led 10+ agile workshops, aligning stakeholders on design direction and iterating on key projects, reducing development time by 30% through efficient feedback loops

Lead Product Designer

Riley AI | Toronto, CA Aug 2022 — Jul 2024

Reported to the Founder and Head of Engineering, leading the development of mobile app and SaaS dashboard, resulting in 200K+ user downloads within 4 months • Collaborated with engineering and marketing teams, and stakeholders to enhance product development, introducing a scalable design system with icons, and dashboard components • Directed user testing sessions with 30+ participants, iteratively refining wireframes and improving usability, leading to a 30% reduction in onboarding time • Implemented WCAG 2.1 accessibility standards across digital properties, increasing page sessions by 34% and reducing bounce rate by 7% on landing pages

Product Designer

S'More Date | New York, New York Jan 2020 — Jul 2022

Reported to the Head of Product and led a team of 2 content designers as the company launched in 4 new cities • Increased daily app user traffic by 40% and overall Instagram following by 6,500% through user research, quantitative analysis, A/B testing and targeted content marketing campaigns • Designed in-app elements like UI icons, GIFs, tutorials, popup notifications, and wrote microcopy for form fields, tooltips, buttons and error messages • Launched a celebrity-influencer campaign across 10+ audience segments, driving a 15% increase in app downloads within six months

Early Experience

Writer, Web Designer & Web Developer Jul 2016 — Dec 2019

Managed a team of 20 writers, reporting to the Marketing Manager, to drive website traffic for B2C and B2B clients across India • Grew new user signups by 37% from 2017-2018 by hiring and training a team of 3 marketing professionals, and maintaining a consistent content strategy across different media channels • Redesigned website and mobile application interfaces, enhancing user experience and usability • Organized and hosted 3 national conferences on creative content with 1,000+ attendees

Education

Syracuse University | Syracuse, New York Jun 2019

M.A. Journalism

Amrita University | Bangalore, India May 2017

B.Tech Electronics and Communication Engineering

Skills

Adobe CC	Data Analytics	HTML/CSS	Elementor
Figma	Usability Testing	JavaScript	Webflow
Miro/InVision	User Research	Bootstrap	Hotjar
Fullstory	SEO/SEM	WordPress	Notion