

SUMMARY

Product designer turning complex systems into intuitive experiences—helped reduce manual work by 30% in an enterprise CRM and designed a programs platform projected to support 5,000+ underserved women.

EXPERIENCE

Product Designer | Nov 2024–Present

W.I.S.E. Foundation | Remote, USA

(Online educational & financial hub platform)

- Designing the programs arm of a multi-functional platform from the ground up - crafting IA, user flows, wireframes, and final UI to **support 5,000+ underserved women** across the U.S.
- Collaborating cross-functionally to align UX decisions with brand, accessibility, and strategic goals - boosting engagement across programs, events, and marketplace features.

Product Designer | May 2024–Feb 2025

NDA | Remote, California

(Enterprise cloud computing platform)

- Led the end-to-end design of a CRM platform to streamline complex request workflows for enterprise users.
- Improved clarity and efficiency across 200+ use cases, **reducing manual processing time by an estimated 30% per request.**
- Designed a data platform that helped managers build custom visualizations, reduce duplicate insights, and **cut decision-making time by 10%.**

UI/UX Designer | Jan 2024–Dec 2024

Enso Village | Healdsburg, California

(Senior living center for artists & teachers)

- Developed and implemented a scalable UX system for experiential wayfinding, for 220 residential units to **improve navigation and accessibility for residents by 50%.**
- **Conducted 20+ user interviews and usability tests,** translating findings to develop an innovative wayfinding system consisting of 5 touchpoints and prototypes, spanning digital products and physical spaces.
- Collaborated cross-functionally with project managers and a multidisciplinary team of 4, focusing on end-to-end user-centered design, to build user journeys that met both business objectives and user needs.

Graphic Designer + Product Designer | Jan 2022–Jul 2023

The Ideas Lab | New Delhi, India

(Marketing agency pioneering in experiential design & marketing for tech companies)

- Created a visual strategy for ‘The Lab Mag’ across digital platforms, **driving a 3x increase in viewership.**
- Led the wireframing and prototyping phases for The Ideas Lab mobile app, ensuring that design specifications were met; this initiative streamlined the overall development process, **cutting project timelines by 20%.**
- Developed a component-based design system, improving consistency and **accelerating design iterations by 40%,** while integrating interactive storytelling elements that **increased user engagement by 25%.**
- Streamlined workflow by addressing and resolving collaborative issues across a 5-member cross-functional team, improving team efficiency and delivering high-quality design assets on time.

EDUCATION

Master of Design, Interaction Design

California College of the Arts | San Francisco, California

- Relevant courses: User Research, Design Thinking, Information Architecture, Design Systems, Product Strategy

SKILLS

- **Design Tools:** Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Dovetail, v0, Cursor AI, Jira
- **Design Processes:** Wireframing, Prototyping, Product Strategy, UI/UX Design, User Journeys, User Flows
- **User Research & Analysis:** Usability & Concept Testing, A/B Testing, Moderated & Unmoderated Interviews