

Work Experience

Lead Product Designer – Theseus AI Lab

Jan 2024 – Present (2+ YOE)

AI Consultant & Education Company partnering with organizations in their 0 to 1 AI Journey – [Visit Website](#)

- Owned & led the team in developing course certificate creator which is **saving the company ~\$200/m** and led to increase in brand discovery & awareness.
- Developed an AI automation workflow for content curation by orchestrating AI agents using **n8n**. Improved the curation to post efficiency by 50%.
- Developed over 5 No-code applications using Lovable.dev & gave a No-code development training to a leading stock brokerage firm in India.
- Built a two-way AI Interviewer that reduced the time to hire by 70%. Implemented for screening 100+ candidates, and led to successful hire.
- Built an AI Copilot (Google Chat + standalone) for employee productivity, used by 50+ sales reps & 19-member HR Ops team, reducing TAT by 43% and tickets by 53%. Helped secure Antler backing.
- Built the entire brand – from the ground-up – website, marketing collaterals, decks which improved the CRO and engagement leading to partnerships with businesses. Improved AEO, GEO & SEO of our website leading to our company appearing in AI search engines

Founding Product Designer – OT-Marketplace

Nov 2022 – Jan 2024 (2+ YOE)

An HRTech. Organization aimed at optimizing the ROI on L&D spend. – [Visit Website](#)

- Revamped LC team's enterprise app, reducing task time by 50% and overall TAT by 30%, improving operational efficiency and SUS score from 30 → 67.5.
- Service Design – Created an internal operations system to collaborate with client on a content development project which increased operational efficiency and TAT by 40%.
- Reduced MVP development time by 30% using Locofy.ai, accelerating time-to-market.
- Rebranded the organization's website resulting in > 200% in engagement & CRO by 60%
- Designed key platforms (vendor management, customer portal, partnership data storage), reducing partner and customer onboarding time by 20%.

Skills & Tools

Skills

User Research, Market Research, Visual & UI Design, Prototyping, Usability Testing, Motion Design, Service Design, Data Analysis, Design System, User flows, Journey Mapping, Information Architecture, Wireframe, Sound Design & Music Production, Web Development, Low-code development, No-code development

Tools

Figma, ProtoPie, LocofyAI, Framer, Power BI, Google AntiGravity, Lovable.dev, Claude Code, LogRocket, Microsoft Clarity, Webflow, Lottielab, Rive, Google Looker Studio, Google Analytics, Vercel, Spline, Adobe Suite, Affinity Suite, SketchUp

Education

UX Mentorship Program

UX Research in Medical based skincare industry in India

[View case study](#)

July'25 – Oct'25

Interaction Design Foundation

Oct'23 – Present

B. Tech In Computer Science & Engineering

Presidency University, 2022 Grad

3 Featured Case Studies

- Owned & lead the team in developing course certificate creator which is **saving the company ~\$200/m** and led to increase in brand discovery & awareness. [View here](#)
- Solving 8 User Problems Under 3 Business Cases Impacting Over \$500B & 200M People – UX RESEARCH ACADEMIA PROJECT. [View here](#)
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