



Experience



Senior Designer @ DigitalPaani

Aug 2023 – Oct 2025 – 2 yr 3 mos

- Led UI design for a B2B SaaS platform, structuring complex operational workflows into scalable dashboards and interaction patterns
- Contributed to a modular component system using MUI with custom extensions to maintain visual and behavioral consistency
- Redesigned marketing website, increasing traffic by 200% while maintaining SEO score of 85+
- Ensured alignment between product UI and marketing assets through shared design principles
- Partnered closely with founder, PM, and developers in a fast-moving execution environment



Web User Interface Designer @ Think Little Big Design

Jul 2022 – Feb 2023 – 8 mos

- Designed responsive website interfaces aligned with brand and usability standards
- Collaborated with developers to ship consistent UI across homepage and internal templates



Independent Product & Brand Design Consultant

Sep 2020 – Present – 5 yrs 6 mos

- Designed and shipped responsive websites and brand systems for early-stage businesses
- Improved information architecture and performance metrics, resulting in 150–200% traffic growth across select projects
- Delivered structured UI flows, wireframes, and visual systems using Figma and WordPress frameworks
- Balanced execution speed with long-term scalability in resource-constrained environments



Freelance Graphic Designer

Jun 2017 – Sep 2020 – 3 yrs 4 mos

Delivered branding systems and packaging frameworks for early-stage businesses prior to transitioning into product-focused roles.



Associate – MIS – PMO @ Habitat for Humanity India

Apr 2016 – Mar 2017 – 1 yr



Senior Manager @ Sheel V. Bhanushali & Co.

May 2013 – Aug 2015 – 2 yrs 4 mos

Skills

- UI Design
- Design System
- Responsive Design
- Wireframing
- Design System
- Branding
- Typography
- HTML & CSS

Tools

- Figma
- Illustrator
- Jira
- WordPress
- Photoshop

Interests

- Technology
- Gaming
- Music
- Fitness
- Coding
- Travel

Education

MBA @ ITM

Class of 2018 | Production & Operations

M.Com @ Tolani College

Class of 2014 | Accounting & Finance

Professional Snapshot

Product Design Experience

3+ years building B2B SaaS interfaces and scalable UI systems

Visual & Brand Systems Foundation

8+ years across branding, packaging, and scalable visual systems

Cross-Functional Business Experience

11+ years spanning operations, MIS, and design-led execution