

Education

Bachelor's In Product Design, Woxsen University

Aug 2016 - Aug 2020 | Hyderabad

Graduation Project

Studio 5B, Dr. Reddy's Labs

UX Research | Service Design | Behavioural Research

Conducted mixed-methods research on behavioral drivers for patient drop-offs and designed service blueprints to address them - business approved for a pilot.

Work Experience

Praan Health

Senior Product & Experience Designer

(Founding Designer)

Aug 2025 - Jul 2026

Customer App - Scaling Care Delivery

App Redesign | Business Expansion

Led app redesign, resolving an 74% onboarding drop-off and replacing manual WhatsApp-based delivery with structured, scalable diagnostics, consultation, and health-monitoring workflows - for expanding business volumes.

Internal Ops - Reducing Friction At Scale

UX Strategy | App Redesign | Cross-Department Leadership

Redesigned the care team app to reduce usage friction and drive adoption, restructuring feature hierarchy around real-world use cases and health tracking workflows, resulting in 95%+ adoption.

Brand & Website - End-To-End Direction

Rebranding Strategy | Stakeholder Management | Website IA

Co-led the company rebrand and website redesign with the Head of Marketing, shaped the direction for IA, positioning, and design guidelines; managed agency execution and aligned across 5 teams for CMS setup and launch.

D2C - Leading Product Packaging & Strategy

Packaging Design | Agency Management

Owned packaging design strategy across the D2C portfolio, directly leading protein powder packaging when agency output fell short and guiding the team across other products.

Independent Consulting

Nov 2024 - May 2025

GIDS - Knowledge Repository Design

Website Design | Visual Design

Designed a WCAG compliant knowledge repository that curates guidelines for organizations tackling digital adoption gaps among rural women.

Independent Consulting
(Continued)



Quicksand Design Studio

Senior Associate Researcher And Designer
Aug 2021 - Oct 2024 | New Delhi

PhonePe’s IR Website Research (With Revisual Labs)

UX Research | UI Design | Design Guidelines

Conducted in-depth interviews and affinity mapping to define content and design guidelines, and co-designed PhonePe’s IR website.

USAID’s Microsite For Family Planning

Mobile-First Design | UI UX Design

Mapped user flows and content architecture to design a WCAG compliant microsite, improving usability and boosting content discovery for a family planning knowledge repository (FPHIP).

Google Search - Feature Design And Testing

Mobile Interaction Design | User Flow Testing

Collaborated with the Google team to conceptualize and test navigation and interactions for Tier-2 Search users in India, along with moderating usability and A/B tests for respondents in Kenya.

&Frnds - B2B Salesman App

Mobile UI Design | A/B Testing | Usability Testing

Led end-to-end from concept, to wireframes, prototyping and testing a mobile app through task analysis, proving increased sales efficiency.

Google Search - Emerging Markets Search Experience

UX Research | Ethnography

Conducted heuristic evaluation, ethnographic research and synthesis to define personas, generate behavioural insights and provide guidelines for improved user journeys and product strategy.

&Frnds - Design Fast Track

Application Design | QA Testing

Designed, tested and delivered web and mobile features for an FMCG supply chain, streamlining operations and increasing process efficiency.

Google News Initiative - UX Facilitator

UX Audit | Competitive Analysis | Workshopping

Conducted workshops and UX audits for digital news agencies to guide and define opportunities for improving usability and engagement.

HMIS (Ministry Of Health)

Design Research | Behavioural Research

Conducted mixed-methods research across rural govt. hospitals to identify psychological and social barriers, and provided guidelines for improving national health data accuracy.

BMGF (Digital Financial Inclusion)

Qualitative Research

Conducted qual research and synthesis to identify behaviours and factors affecting formal digital financial service adoption in rural India.

Skills

Product

Feature Planning
Roadmapping
Stakeholder Management
0-1 Product Development
Product Management
Agile Methodology
QA Testing
Storytelling

Design

Human Centered Design
Information Architecture
Wireframing
High-Fidelity Design
AI Assisted Design
User Experience Design
Prototyping

Research

Usability Testing
Heuristic Analysis
Sacrificial Concepts
A/B Testing
Research Design
Card Sorting
Affinity Mapping
User Research
Behaviour Studies

Tools

Figma
Claude Figma MCP
Adobe Suite
Miro
Notion
Jira / Confluence
Google Analytics
Dovetail