

LINKS

[LinkedIn](#), [Website](#)

PROFILE

Product Designer with 5+ years of experience making digital experiences smoother, smarter, and a little more human. I think in systems but design with feeling, whether I'm untangling an e-commerce checkout, creating tools I wish existed, or designing posters for cafés I just like the vibe of. I bring structure, curiosity, and way too many Figma components to the table. Currently in Bremen and open to new adventures.

WORK EXPERIENCE

Oct 2020 — Jun 2025

VISUAL DESIGNER, Swym Technologies — Remote (based in Texas)

- Designed visual identities for Swym and its suite of Shopify apps – Wishlist Plus, Back in Stock Alerts, Gift Registry, and Save for Later.
- Contributed to Swym's rebranding efforts with updated logos, colour systems, and cohesive visual assets for web and product.
- Created image assets and illustrations for the Swym website, aligning with updated branding guidelines.
- Launched comprehensive marketing campaigns across diverse channels; campaigns included App Store visuals, LinkedIn creatives, and short promotional videos, driving app downloads.
- Maintained and updated website content via CMS, working with developers to ensure brand consistency and performance.
- Produced help documentation videos to walk users through product setup and features.
- Collaborated with HR to design internal templates, employee gift packages, and onboarding materials with a friendly, branded touch.
- Wrote and designed employee stories for the careers page to reflect company culture and attract like-minded talent.
- Contributed to UX design for the product recommendation feature, designed wireframes, simplified interaction flows, and mapped user journeys.
- Worked on UX flows and UI components for the Multiple Wishlists + Variant Selection feature, improving flexibility and personalisation in user experience.

Jun 2020 — Oct 2020

UX/UI DESIGN INTERN, Sonant Technologies Pvt Ltd

- Designed Signey, an educational app that converts CBSE (Indian Education Board) textbook content into Indian Sign Language, supporting accessible learning for deaf students.
- Conducted user research within the deaf community and translated findings into inclusive UX flows, UI designs, and a custom visual identity.
- Led the end-to-end design process, from early discovery to high-fidelity prototyping and hand-off to developers.

Jan 2020 — Jun 2020

UX/UI DESIGN INTERN, Transil.inc

- Designed end-to-end interfaces for e-commerce stores, hotel booking platforms, and restaurant apps, tailoring user flows to business goals.
- Created a reusable digital portfolio template for an educational website, balancing accessibility, structure, and brand personality.
- Supported UX research, prototyping, and developer collaboration across multiple web and mobile projects to ensure usable, dev-ready designs.

SKILLS & TOOLS

Design & Prototyping:
Figma, Adobe XD, Photoshop, Protopie,
Canva, After Effects (basic)

UX Methods:
Wireframing, User Flows, Journey
Mapping, Accessibility Design, Design
Systems, UI Libraries, Usability Testing

Research & Strategy:
User Interviews, Surveys, Competitor
Analysis, Desk Research, Affinity Mapping,
Personas, Insight Synthesis

Web & Dev:
Familiarity with HTML/CSS (basic), Webflow,
WordPress, Framer, Developer Handoff

EDUCATION

Oct 2022 — Jun 2025

Master's in Digital Media, Universität Bremen — Bremen, Germany

Project Highlights:

- Worked on the complete design of Roamio, a personalised travel app that leverages AI-driven recommendations and real-time location updates to curate tailored experiences, highlight local events, and provide essential travel tips for seamless exploration. ([Check it out – link](#))
- Designed TEN, a social media platform focused on enabling users to share their wins and achievements across different topics, as part of a master's research project. ([Check it out – link](#))

Aug 2016 — Jun 2020

B.E. (Computer Science Engineering), K.L.E Technological University — Hubli, India

- Designed a UX/UI prototype for KLE Tech's website as part of a UX/UI Course elective.

CERTIFICATIONS

UX/UI Specialisation course, California Institute of Arts (Coursera)

LANGUAGES

German – A1
English – C1

Hindi – Native speaker
Kannada – Highly proficient