

PROFESSIONAL SUMMARY

Product Designer with a background in media and interaction design, specialising in bridging the gap between complex technical requirements and intuitive, artistic user interfaces. Expert in applying the **KISS (Keep It Simple, Silly)** philosophy to strip away systemic noise and deliver high-impact, user-centric solutions. Proven track record in streamlining production workflows by **50%** and increasing brand engagement by **20%** through strategic visual storytelling and meticulous design system maintenance. Recently certified in **Google AI Essentials (2025)**, leveraging AI tools to enhance user interactions and accessibility.

TECHNICAL & CORE SKILLS

Design & Research

- **Interaction Design:** User-Centered Design, Wireframing, Lo-fi & Hi-fi Prototyping.
- **UX Research:** Usability Testing, User Flows, User Personas, Journey Mapping, Information Architecture.
- **Systems Thinking:** Design Systems, Material Design, Accessibility Design (WCAG).
- **AI Integration:** AI-powered problem solving, Predictive Analytics.

Tools & Technology

- **Primary Suite:** Figma, Adobe XD, Miro, FigJam.
- **Visual & Media:** Adobe Creative Cloud, Inkscape, Affinity.
- **Web & Implementation:** Wix Studio, Framer, WordPress, Basic HTML/CSS Familiarity.

WORK EXPERIENCE

Designer (Freelance) | Hapup – Hyderabad, India

2021 – 2022

- Maintained the brand's design system with systematic precision, focusing on the technical nuances of high-fidelity packaging and print design.
- Perfected visual narratives through iterative refinement to ensure every touchpoint elevated brand perception and streamlined the handoff for physical production.
- Collaborated with the Design Head to refine brand guidelines, directly contributing to a **20% increase in brand awareness**.

Illustrator (Freelance) | Petsky – Kochi, India

2020 - 2021

- Engineered a standardised production pipeline for digital assets, **reducing production time by 50%** while maintaining high artistic quality.
- Designed a comprehensive library of contemporary assets for a mobile application environment, focusing on enhancing visual appeal and brand identity.
- Transformed client feedback into refined design iterations through regular consultations, ensuring all deliverables met both aesthetic and functional goals.

Digital Content Creator (Freelance) | Flames Pizza & Daily Ninja – Bangalore, India

2018 – 2019

- Led end-to-end video production by applying a user-centric lens to storytelling, tailoring content pacing for different platforms and target audiences.
- Generated over **100,000 social media views** by analysing audience intent and delivering high-energy, stylised visual content.

EDUCATION & CERTIFICATIONS

MA in Digital Media Practice: Interaction Design | University of Winchester, UK

Specialised in UX research, usability testing, and advanced prototyping. Developed a portfolio of case studies focused on human-centered design and systemic problem-solving.

BA in Journalism & Mass Media | CMS, Jain University, India

Specialised in Advertising and Filmmaking. Appointed Lead Designer for the university magazine, managing layout design, typography, and visual branding.

PROFESSIONAL CERTIFICATIONS

- **Google UX Design Professional Certificate** | Coursera
- **Google AI Essentials (2025)** | Coursera