

## Product Designer

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Award-winning Product Designer with 2+ years of experience architecting scalable digital ecosystems for multi-market platforms (900k+ users). I specialize in transforming complex systems and technical workflows into intuitive, high-impact user experiences by blending systems thinking, visual storytelling, and data-driven interaction design.

## Work and Internship Experience

### 6D TECHNOLOGIES: Senior UI/UX Designer (Aug 2025- Present)

- Led end-to-end product design for telecom-enabled loyalty platforms including Magna Rewards (multi-market ecosystem), and drove UX for AI-powered campaign management platforms such as Magik.
- Designed Magna's dashboards, reward earning, tracking, and redemption workflows for large-scale member activity across web and mobile apps and collaborated with engineering and stakeholders from concept to launch. **Platform is live with 900K+ members, 100+ partners, 5M+ transactions.** Currently designing end-to-end campaign creation and automation workflows, including complex rule builders and performance dashboards, in collaboration with product, AI, and engineering teams.

### CALIFORNIA COLLEGE OF THE ARTS: Design Team Coordinator UI UX Designer (CAPL Project) (Sep 2024 - May 2025)

- Directed UX strategy and brand identity for Love Lives in SF – a city-wide campaign spanning website, events, and exhibition.
- Developed and launched the campaign website on Wix, optimizing navigation, content flow, and accessibility end-to-end.
- Co-led 8+ public events driving 75%+ attendee participation through intentional experience design.
- Developed storytelling decks translating complex ideas for educational and community stakeholders and designed marketing videos and all brand assets. Co-organized the campaign's first public exhibition, curating content, designing interactions, and driving cross-team execution.

### ITC INFOTECH: Graphic & Marketing Intern (May 2024 - July 2024)

- Increased marketing efficiency by building high-impact visual content for social and email campaigns, resulting in a 15% engagement boost.
- Produced delightful brand-aligned collateral for the Blazeclan and ICARE CSR programs, integrating strategic SEO and PPC insights to shape a cohesive visual identity.

### ACCENTURE: Creative Designer Intern (Jan 2023 - May 2023)

- Collaborated with AR/VR teams to develop immersive metaverse experiences and high-fidelity prototypes that enhanced client presentations.
- Boosted campaign engagement by 22% through compelling storytelling and video editing for 8+ ad campaigns.
- Secured 3 key partnerships in Q1 by designing high-impact pitch decks that integrated strategic insights with visually compelling presentations.

### TRAINING VISION INSTITUTE PVT LTD: Visual Communication Design Intern (May 2021 - Aug 2021)

- Innovated with cross-functional teams to design marketing materials including logos, social media posts, banners, and brochures, boosting brand visibility and engagement while advancing the organization's mission of accessible education.

## Skills & Tools

User Research · Information Architecture · Interaction Design · Design Systems · Visual UI Design · Motion Design · Brand Systems · Accessibility (WCAG) · Agile/Scrum · Design Approach: Systems Thinking · Visual Storytelling · Figma · Adobe Creative Suite · Wix · Framer · Webflow · Unity · Autodesk Maya · AI-Assisted Design Workflows (Research, Content, Rapid Wireframing)

## Education

MFA in Design: California College of the Arts, San Francisco USA (Aug 2023 – May 2025) - GPA: 3.96/4

B.Des in Communication Design: PES University, Bangalore India (Aug 2019 – May 2023) - GPA: 9.98/10

## Awards

1st Rank (Gold Medalist): Prof. CNR Rao Merit Scholarship · Distinction: Prof. MRD Merit Scholarship

## Certifications

CalArts (Coursera): UI/UX & Graphic Design Specializations · AI User Conference: Volunteer