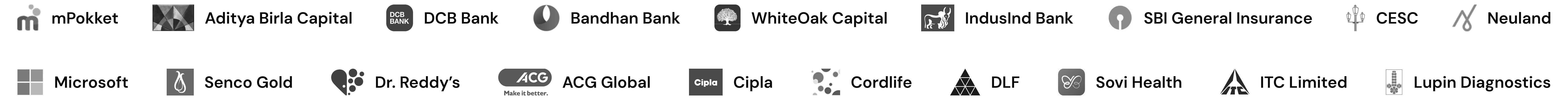


Building B2C & B2B Digital Products Through User Psychology, Data-Driven Architecture & AI-Powered Workflows.

Innovation & Result -Driven Lead Product Designer & UX Consultant with 9+ years of multi-disciplinary experience synthesizing systems engineering, aesthetic principles, and business strategy. IIT Delhi Alumnus (Executive Program in AI-led UX & CX Innovation) with an established track record of owning the end-to-end product design lifecycle across high-scale sectors like Fintech, Health-tech, Banking, and Retail. Adept at leading high-performing design operations, mentoring creative talent, and engineering AI-powered workflows to accelerate time-to-market while optimizing core engagement metrics and user retention. Brands and Projects I've worked for:



Experience

- **Indus Net Technologies**
Lead Product Designer & UX Consultant
Kolkata | Apr 2024 – Present

 - Spearheaded end-to-end design strategies for enterprise Fintech, Health-tech, Banking, and Retail applications, directly aligning complex user experiences with stakeholder business goals.
 - Executed data-driven user research, information architecture overhauls, and high-fidelity prototypes to optimize conversion pathways and minimize friction.
 - Directed and mentored a cross-functional design pipeline, establishing core UI components and scalable design systems that cut front-end handoff cycles.
 - Integrated AI-accelerated workflows (Claude, ChatGPT, Figma Make) into the design discovery phase, increasing team delivery velocity by 40%.
- **mPokket**
UI UX Design Manager
Bangalore | Dec 2019 – Apr 2024

 - Managed and structured a 4-member UI/UX team, overseeing design operations, wireframing, and interactive prototyping for high-scale consumer applications.
 - Architected end-to-end user journeys and high-fidelity interfaces that systematically improved core activation, user engagement, and platform retention metrics.
 - Established quantitative usability testing frameworks using Maze, UseBerry, and Firebase, translating behavioral analytics into actionable UI enhancements.
- **Tweebr**
Lead UI UX Designer & Graphics
Bangalore | Nov 2018 – Dec 2019

 - Spearheaded UI/UX design and rapid prototyping for web and mobile products, translating complex workflows into intuitive digital layouts.
 - Architected scalable visual asset libraries, custom SVG templates, and micro-animations to streamline front-end engineering handoffs.
- **Radical Networks**
Senior UI UX Designer
Bangalore | May 2018 – Oct 2018

 - Delivered end-to-end UI wireframes and visual assets across a diverse client ecosystem, successfully launching digital products for over 20 brands.
 - Directed multi-channel creative concepts, blending motion graphics, branding identity and interface design to maximize client conversion rates.
- **We Love Digital Marketing**
Junior Designer
Kolkata | Mar 2018 – May 2018

 - Designed high-fidelity web/mobile banners and UI components that enhanced user engagement across digital platforms.
 - Produced custom digital artwork and vector collateral, ensuring consistent brand styling across touchpoints.
- **The Trip**
Junior Designer
Kolkata | Sep 2017 – Feb 2018

 - Crafted foundational UI application mock-ups and corporate brand kits for web ecosystems.
 - Produced high-quality digital marketing assets, promotional banners, and multi-page layouts to ensure seamless brand consistency across web and print channels.

Skills

- Design Thinking & Innovation
- Product Design Strategy & ROI
- Team Management & Mentoring
- Cross-Functional Alignment
- AI-Accelerated Workflows
- Executive Stakeholder Management

Tools

Design & Prototyping	Research & Analysis	AI in Design Workflows	Basic Dev Tools
 Figma	 Maze	 Figma AI / Make	 HTML CSS
 XD	 UseBerry	 Claude	 JavaScript
 Illustrator	 Firebase	 Cursor	 React
 After Effects	 CleverTap	 Dovetail AI	 Bootstrap
 Photoshop	 Moengage	 Chatgpt	 Angular

Education

Secondary Examination Class X 2010 B.D.M International School (C.B.S.E)	HS Examination Class XII 2012 SPV (W.B.C.H.S.E)	B.Tech 2016 HU Civil Engineering	AI-led UX & CX Innovation 2026 IIT Delhi (CEP) Executive Programme
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