

Education

- International school of business & Media, Kolkata India
Post Graduation in Media Management (Advertising) | 2010-2012
- PRSUV University, Raipur India
Bachelor of commerce | 2006-2009

Certifications

- Accenture Workshop
Reinvention with Agentic AI | 2025
- Workshop
GenAI workshop for Designer | 2024
- Interaction design Foundation
Design Systems Blueprint: Comprehensive Strategies for Success | 2024
- Google
Foundations of User Experience (UX) Design | 2023
- Interaction design Foundation
Accessibility: How to Design for All | 2022
- Interaction design Foundation
Design Thinking -The Beginner's Guide | 2020
- Udemy
UX Audits Using Heuristic Evaluation | 2018

Skills

- UX Strategy · UX Audits · Design Systems · Accessibility (WCAG AAA) · Complex User Flows · Payments & Identity Verification · Information Architecture · Usability Testing · Design Reviews · Sprint Planning
- Stakeholder Collaboration · Cross-functional Delivery · Mentoring Designers · Design QA · Strategic Thinking

Tools

- Figma, FigJam, Sketch, XD, InVision, Photoshop, Illustrator
Jira, Confluence, Trello, MS Word, PowerPoint, Excel

Professional Summary

- Senior UX / Product Designer with 12+ years of experience designing complex, enterprise-grade products across fintech, pharma, SaaS, and operations-heavy domains. Proven expertise in workflow- and compliance-driven platforms including payments, identity verification, and accessibility-first systems. Strong in UX audits, design systems, and complex user flows, with a track record of cross-functional collaboration, mentoring designers, and contributing to product strategy and design quality at scale.

Work Experience

● Accenture (Bengaluru, India)

User Experience Specialist | Jun 2021 - Present

- Led UX design for fintech, pharma, SaaS, and enterprise platforms serving global users.
- Redesigned payment and transaction flows, improving success rates by 25% and increasing feature adoption by 4x.
- Designed and scaled WordPress-based pharmaceutical platforms, ensuring WCAG AAA accessibility, regulatory compliance, and brand consistency.
- Simplified a global pharma product discovery experience, reducing user steps from 6 to 3.
- Contributed to enterprise e-commerce redesigns, improving user retention by 15% and supporting new MNC client onboarding.
- Introduced AI-assisted UX analysis workflows with human validation to support UX audits, design evaluation, and informed decision-making.
- Actively involved in design reviews, sprint planning, backlog refinement, and design QA across multiple projects.
- Mentored junior designers, provided design direction, and supported execution across complex, multi-stakeholder initiatives.
- Contributed to product strategy and roadmap discussions with product and business stakeholders.
- Collaborated closely with product managers, engineers, legal, accessibility, and content teams in distributed environments.
- Investigating how a client GPT-based system could support UX audit processes, with a focus on feasibility, risk assessment, and human-in-the-loop validation.

● Innodeed Systems Pvt Ltd (Bhilai, India)

UI/UX Designer | Apr 2017 - Jun 2021

- Designed an AI-enabled Video KYC (vKYC) platform for a fintech client, contributing to a 15% increase in credit card sales and onboarding of 3 new enterprise clients.
- Designed UX for customer and operations dashboards, balancing automation with manual review in compliance-heavy workflows.
- Created user flows and interaction models for PWA platforms, increasing engagement by 30%.
- Designed admin and customer experiences for service platforms, improving satisfaction by 25-40%.
- Mentored junior designers and improved overall team delivery and consistency.

● Xymob (Bhilai, India)

UI/UX Designer | Jul 2015 - Mar 2017

- Designed B2B sports and workflow applications, improving usability and engagement by 20%.
- Developed reusable UI patterns and early design guidelines to improve consistency across products.

● Globussoft Technology Pvt Ltd (Bhilai, India)

UI/Graphic Designer | Jul 2013 - Feb 2015

- Designed web and mobile applications across multiple domains, improving engagement and usability.
- Created visual and marketing assets supporting product launches and client acquisition.

● Febmail Digital Solutions (Raipur, India)

Digital Marketing Executive | Oct 2012 - Jun 2013

- Executed digital marketing initiatives, increasing website traffic and lead generation.
- Worked on content, visual design, and client communication.