

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

- Interaction design Foundation
AI for Designer | Pursuing
- 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/UI Design & Strategy, Accessibility (WCAG 2.0/2.1), Design Systems & Guidelines, UX Research & Usability Testing, Wireframing & Prototyping, Cross-platform Design (Web, Mobile, PWA), Agile & Sprint Collaboration, HTML/CSS Understanding (for dev handoff), Information architecture, Stakeholder Management • Team Mentorship, Data-Driven UX

Design Tools

- Figma, Figjam, inVision, Sketch, abstract, XD, Photoshop, illustrator,

Aglie Collaboration /MS Tools

- Jira, Trello, Ms word, Powerpoint , Excel

Professional Summary

- User Experience Designer with 10+ years of experience designing user-centered, accessible, and scalable solutions across diverse industries including fintech, pharma, ecommerce, healthcare, entertainment, social media, sports, fitness, booking systems, and car rental. Skilled in creating intuitive experiences for both consumer-facing and enterprise admin tools. Strong conceptual understanding of HTML/CSS enables effective collaboration with development teams across platforms like React, Angular, Ionic, Android, iOS, and WordPress. Proven ability to lead UX research, accessibility compliance (WCAG AAA), and cross-functional teamwork to deliver impactful products.

Work Experience

- Accenture (Bengaluru, India)
User Experience Arch Specialist | Jun 2021 - Present
 - Redesigned a global pharma product list page, reducing user steps from 6 to 3; improved accessibility to WCAG AAA compliance.
 - Led UX for a commerce platform, acquiring a major MNC client within a month.
 - Resolved key UX issues for a fintech product, improving retention by 15%.
 - Mentored 5 designers, increasing team output by 25%.
 - Conducted benchmarking, desk research, and usability testing for scalable design decisions.
 - Collaborated with developers, product owners, legal, brand, and UX writers.
- Innodeed Systems Pvt Ltd (Bhilai, India)
UI/UX Designer | Apr 2017 - Jun 2021
 - Designed user-centered solutions across platforms: React, Angular, WordPress, Ionic, Android, iOS.
 - Led digital KYC flow, boosting credit card sales by 15%.
 - Created UX for PWA booking system, increasing engagement by 30%.
 - Designed car rental & food-ordering tools, raising satisfaction by 25-40%.
 - Mentored 3 junior designers, improving design velocity by 20%.
- Xymob (Bhilai, India)
UI/UX Designer | Jul 2015 - Mar 2017
 - Improved engagement by 20% for a sports team management app.
 - Designed a workflow system that increased productivity by 15%.
 - Built reusable design guidelines, ensuring 95% client approval.
- Globussoft Technology Pvt Ltd (Bhilai, India)
UI/Graphic Designer | Jul 2013 - Feb 2015
 - Led design for 10+ apps (web + mobile), boosting engagement by 25%.
 - Built marketing creatives, improving brand reach by 30%.
 - Headed social media design and mentored junior designers.
- Febmail Digital Solutions (Raipur, India)
Digital Marketing Executive | Oct 2012 - Jun 2013
 - Executed social media strategy, growing traffic by 35%.
 - Pitched to 5+ clients and supported marketing design.
 - Mentored interns and supported lead generation efforts.
- Step Ahead Business Consultancy (Raipur, India)
Marketing Intern | Sep 2011 - Dec 2011
- Dentsu Marcom Pvt Ltd (Mumbai, India)
Advertising & Marketing Intern | Mar 2011- April 2011
- HelpAge India (Nagpur, India)
NGO Intern | Oct 2010- Nov 2010