

EXPERIENCE

[ConverSight](#) (B2B SaaS for Product Analytics)

05/2024 - **Present**

Product Designer

Indianapolis, IN

- Led end-to-end UX strategy for internal 2 enterprise SaaS analytics and 3 AI-first decision-support tools in an Agile environment, replacing manual workflows for supply chain business and data teams with scalable digital products that are product led, and sales led.
- Created User personas, Journey maps, and demonstrated strong problem-solving and collaboration skills by translating product requirements into structured workflows using FigJam, figma wireframes in close partnership with CTO, PMs, and engineers.
- Designed component-based interfaces in Figma, applying modern typography, accessibility standards to improve usability for 500+ internal stakeholders and streamline engineering handoff with JSON component structures and API calls.
- Conducted user research, heuristic evaluations, and usability testing to inform iterative wireframes and prototypes, accelerating design cycles by 60% with tools like Cursor, GPT, and Lovable.
- Collaborated with customer success and ops to close feedback loops using Google Analytics, increasing internal tool adoption by 120% and aligning user experience improvements with measurable business outcomes.
- Facilitated design thinking workshops and developed foundational processes for product and design-development collaboration.

[16 Tech Innovation District](#) (Coworking Space Management)

02/2024 - 05/2024

Innovation Entrepreneur - Intern

Indianapolis, IN

- Refined core booking and access workflows in coworking management systems, conducting usability tests and designed core flows to reduce friction in internal tool usage and decreasing booking time by 30%.
- Worked cross-functionally with facilities and ops to understand on-ground needs and translate them into scalable design flows.
- Achieved over 85% task completion rate through optimized mobile app usability, conducting 10+ usability tests.

[Crisis Innovation Lab, Indiana University](#) (Risk Management - Research Lab)

Oct 2023 - Jan 2024

UX Researcher

Indianapolis, IN

- Conducted user research with 30+ FirstNet firefighters, focusing on assistive tech for health tracking digital devices.
- Facilitated usability testing and A/B experiments on a proof-of-concept app, synthesizing insights to refine UX/UI, align with WCAG standards, and boost medical response efficiency by 25% while reducing response time 5x.

[Revolution.ai](#) (B2B SaaS for Revenue Operation)

10/2022 - 10/2023

Founding Product Strategist

Chennai, India

- Led UX design across CRM and revenue tools, driving efficient user flows grounded in user research and business alignment.
- Built wireframes, prototypes, and mockups in Figma, applying a detail-oriented approach to designing interfaces used by over 400 business leaders, using collaborative planning tools like Miro for early scoping in the SaaS sector.
- Created a Revenue Visualization Dashboard that streamlined planning time by 80% and contributed to a successful \$500,000 seed round by validating go-to-market models through live prototyping and executive testing, showcasing strong user-centricity
- Led branding and creative direction, crafting cohesive marketing assets including logo, website, and social media posts.

EDUCATION

Indiana University - MS in Human-Computer Interaction	2023 - 2025
Anna University - Bachelor's in Architecture, Experience Design	2018 - 2023

KEY ACHIEVEMENTS

- Speaker at IU Board of Trustee Meeting ([View](#))
- First Innovation & Entrepreneur Intern from Indiana University ([View](#))

SKILLS

Product Design & UX: Interaction Design, UX/UI Design, Wireframing, Rapid Prototyping, Analytical Design, Visual Hierarchy, Color Theory, Motion Principles, Design Systems

User Research & Evaluation: Usability Testing, User Needs Evaluation, Competitor Analysis, Heuristic Evaluation

Tools & Platforms: Figma, Adobe Creative Cloud, Cursor, Lovable, Replit, Bolt, InDesign, Jira, MS Office. HTML, CSS