

Profile Summary

Product-focused UX/UI Designer with **4+ years of experience** designing end-to-end digital experiences for **B2B SaaS, Enterprise, and Consumer Platforms** across **iGaming, Healthcare, CRM, Telecom, Energy, and Regulated Domains**. Strong expertise in **user research, interaction design, data-heavy workflows, and design systems**, with a proven ability to translate complex user and business requirements into **intuitive, scalable, and accessible solutions**. Experienced in **cross-functional collaboration** with Product, Engineering, and Stakeholders within **agile teams** to drive measurable outcomes such as adoption, efficiency, and time-to-market.

Increasingly **leveraging AI-assisted design** workflows and research tools to accelerate UX exploration, ideation, content generation, and usability validation while maintaining strong human-centred design practices.

Design Experience

Techmojo Solutions

Hyderabad, Telangana, India **Jul 2024 - Till Present**

UX/UI Designer

- Owned **end-to-end UI/UX design** for **customisable iGaming platforms**, adapting core product templates to **diverse client brands, markets, and regulatory requirements**.
- Designed and maintained scalable design systems and component libraries** across **web and mobile**, improving consistency, **accessibility**, and development efficiency.
- Created **user-centred workflows** optimised for **engagement and compliance**, balancing responsible **gaming patterns** with **business and regulatory constraints**.
- Standardised and implemented reusable UI patterns, **reducing new client launch timelines by ~35%** and **minimising design–development rework by ~25%**.

Gridlex

Hyderabad, Telangana, India **Nov 2022 - Jun 2024**

UX/UI Designer

- Designed UX for **CRM and Helpdesk SaaS products**, owning the **end-to-end design lifecycle** from problem definition and user research through design delivery and iteration.
- Conducted **user research, workflow analysis, and usability reviews** to identify friction points across **complex enterprise workflows**.
- Translated **business and user needs** into **user journeys, wireframes, interaction models, and high-fidelity UI** aligned with **product vision**.
- Optimised core workflows to **reduce task complexity by ~30%**, **resulting in a ~20% uplift in feature adoption** among priority user groups.

CrelioHealth

Pune, Maharashtra, India **Mar 2022 - Aug 2022**

UX/UI Designer

- Designed UX for **healthcare inventory management systems and operational dashboards** used by diagnostic labs.
- Conducted **domain-specific research** with lab technicians and operations teams to understand **compliance, accuracy, and real-world constraints**.
- Designed data-heavy dashboards and workflows improving visibility into stock levels, expiries, and usage trends**.
- Optimised inventory flows** to support **scalable operations, reliability, and improved patient service outcomes**.

Enigmasoft Technologies

Panjim, Goa, India **Feb 2021 - Dec 2021**

UX/UI Designer

- Designed **end-to-end digital experiences** for **UK telecom portals**, including **customer dashboards, pricing pages, and service management flows**.
- Created **operational dashboards and journeys for UK energy consumers**, ensuring usability and compliance within regulated environments.
- Designed **responsive casino websites** for UK users, aligning **UI patterns, layouts, and interactions** with **brand and regulatory standards**.

Core Skills

- UX Research & Strategy:** User research (qualitative & quantitative), usability testing, personas, journey mapping, problem definition, design thinking, data-informed decision making.
- UI & Interaction Design:** Wireframing, prototyping (low–high fidelity), interaction design, responsive design, visual design, micro-interactions.
- Product & Business Thinking:** End-to-end product design, SaaS workflows, stakeholder alignment, roadmap input, metrics-driven design, experimentation mindset.
- Process & Collaboration:** Design sprints, cross-functional collaboration, design reviews, documentation, developer handoff, mentoring.
- AI-Assisted Design:** AI-assisted UX ideation (**Claude AI, ChatGPT, Perplexity, Uxpilot**), research synthesis, **AI-generated UX copy, AI-supported wireframing** and concept exploration.

Design Stack

- Figma** (primary) | **Interactive Prototypes** | Figma Prototyping (low–high fidelity) | **Design Systems** | Component Libraries | **Reusable Components** | UI Tokens | Style Guides | **User Flow Prototypes** | Usability Testing | **Heuristic Evaluation** | User Interviews | **Journey Mapping** | Iterative Design | **Whiteboarding** | Whimsical | **Design Sprints** | Research Synthesis | **Persona Creation** | Cross-functional Collaboration | **Accessibility Standards(WCAG)**

Credentials

National Institute of Fashion Technology (NIFT)

Hyderabad, Telangana, India **Jul 2014 - May 2018**

Bachelor of Design

Product Design | CGPA: 7.7

Coursera

Oct 2023

Foundations of User Experience

Certification Credential ID: 6M7M25SJSCFN