

Senior Product Designer with 10+ years designing enterprise software, AI-assisted tools, and data-intensive platforms across consulting, healthcare, logistics, insurance, and financial services. Skilled in leading end-to-end design for complex, ambiguous enterprise and AI-driven workflows from generative research and journey mapping through high-fidelity UI, prototyping, and design-system governance. Experienced translating dense, technical data (analytics engines, optimization tools, simulators, dashboards) into intuitive, accessible (WCAG) experiences for domain experts and engineers. Proven track record building and scaling tokenized design systems, partnering with Product, Engineering, and Data Science, and mentoring designers to raise design maturity across global organizations.

EXPERIENCE

McKinsey & Company, Senior Product Designer *Bangalore, Karnataka. May' 22 - Present*

- Defined and executed UX vision for enterprise platforms supporting McKinsey's global operations, aligning experience strategy with organizational objectives comparable end-to-end ownership to leading design strategy for AI-driven enterprise tools.
- Designed and scaled a global operations platform from 0 to 3,000+ users across 38 teams during beta phases following final release, the platform was mandated as McKinsey's enterprise-wide solution, scaling to 45,000+ users firmwide.
- Simplified complex operational workflows and service models into intuitive, scalable experiences across data-dense enterprise web applications.
- Partnered with Product Managers, Engineering, Research, and Business Leadership to shape strategy, validate opportunities, and prioritize roadmap initiatives the same cross-functional model required for AI/ML and full-stack partnership.
- Led user research, stakeholder interviews, usability testing, and rapid prototyping to reduce product risk and improve adoption.
- Established reusable design patterns and design-system standards that improved consistency, accelerated delivery, and strengthened quality across multiple products.
- Facilitated design workshops and strategic alignment sessions, enabling faster decision-making across cross-functional teams.
- Collaborated closely with engineering during implementation, running design QA to ensure pixel-perfect, feasible execution.
- Mentored designers and advocated user-centered design principles, growing design maturity across the organization.

Novartis, Senior User Experience Designer *Hyderabad, Telangana. Dec' 19 - Apr' 22*

- Led UX strategy and end-to-end product design for Top Gun, an enterprise analytics platform supporting marketing and commercial decision-making across the U.S. business.
- Designed complex dashboards, optimization engines, simulators, and scenario-planning tools that enabled data-driven decisions directly analogous to designing dashboards and diagnostic interfaces for AI/ML and data-heavy workflows.
- Partnered with Product Management, Engineering, Data Science, and Marketing to deliver scalable enterprise applications.
- Applied user research, usability testing, and product analytics to continuously improve usability and adoption.
- Owned multiple enterprise applications across the full product lifecycle, from discovery through launch and iteration.

EDUCATION

2026 (Pursuing)

Master of Business Administration.
Bharati Vidyapeeth, Pune,
Maharashtra.

2012 - 2016

B.Tech(Computer Science Engineering).
Amity School of Engineering &
Technology, GGSIPU, New Delhi.

CORE COMPETENCIES

Design Tools

- Figma
- Sketch
- Adobe Creative Cloud
- Miro
- Principle
- AI-Assisted Product Design
- AI-Assisted Prototyping
- Prompt Engineering

Product Design

- Product Strategy
- UX Strategy
- User-Centered Design
- Interaction Design
- Information Architecture
- Design Thinking
- User Research
- Journey Mapping
- Wireframing
- Rapid Prototyping
- Usability Testing
- Accessibility (WCAG)
- Design Systems
- Dashboard & Data Visualization
- Enterprise Product Design

Groupfit Insurance, User Experience Designer
Mumbai, Maharashtra. Sep' 18 - Nov' 19

- Led product design for GroupBima, simplifying health insurance discovery, policy purchase, and claims experiences.
- Conducted user research, journey mapping, and usability evaluations to uncover pain points and product opportunities.
- Designed end-to-end user journeys that reduced complexity across multiple customer touchpoints.
- Collaborated with Product, Engineering, Marketing, Sales, and Customer Support to translate business requirements into intuitive digital experiences.
- Produced high-fidelity prototypes and interaction designs to accelerate product validation and development.

Roadpiper Technologies, User Experience Designer
Mumbai, Maharashtra. Aug' 17 - Sep' 18

- Led UX design for enterprise logistics platforms supporting warehouse operations, fleet management, and last-mile delivery.
- Designed centralized operations dashboards, mobile applications for field executives, partner onboarding experiences, and warehouse management solutions.
- Redesigned the Partner App, contributing to a 40% increase in lead generation through improved onboarding and user experience.
- Helped evolve the organization's internal design system to improve consistency and development efficiency.

RMgX, User Experience Designer
New Delhi. Jun' 16 - Mar' 17

- Designed responsive web and mobile experiences focused on usability, accessibility, and business objectives.
- Applied user-centered design methodologies to create intuitive navigation, interaction models, and information architecture.
- Worked closely with cross-functional teams to translate product requirements into engaging digital experiences.

AWARDS & CERTIFICATIONS

Design Thinking: Customer Experience
Issued by LinkedIn, Sep 2021

Introduction to User Experience Design
Issued by Georgia Institute of Technology, Sep 2021
[Credential ID ETBLDC7ELRKW](#)

Introduction to User Experience Principles and Processes
Issued by University of Michigan, Sep 2021
[Credential ID 54U9RDPTPWX2](#)

Design Thinking Certification : The Interaction Design Foundation
Issued in March 2020

Runner up in Dell Designathon by EMC
2019

Leadership & Collaboration

- Cross - Functional Collaboration
- Stakeholder Management
- Product Discovery
- Product Roadmapping
- Workshop Facilitation
- Agile & Scrum
- Design QA
- Design Mentorship
- Executive Communication
- End-to -End Product Delivery

Interests

- Artificial Intelligence
- Product Innovation
- Travel & Long drives
- Reading
- Sketching