

Product Design Experience Biconomy • June 2022 - December 2024 • 2.5 years

→ Designed a game

Game mechanics • Playtesting • UX • UI

Designed a card game at a company offsite → became internal product → spun off into a startup

Led game mechanics design, rapid iteration through daily playtests (30), card designs, and transitioned the game from physical to FE-ready in 2 months

Designed both the UX and UI for the digital version

→ Experiments

Culture interventions • Cross-team collabs

Project 616: Everyone had their own version of Biconomy; I raised the issue and proposed an alignment initiative to fix the fragmented vision

BIPs: A Notion-based system to turn individual insights into actionable improvements. An internal innovation pipeline for cross-departmental processes

Client prototypes: Created mockups showing how Biconomy could improve client products, helping onboard 2 of 5 targeted clients

Stuff I initiated

→ Designed a developer dashboard

Developer onboarding • DevX metrics • UX audit

Designed + maintained the Paymaster Dashboard

Freeway: Built a fast-track developer onboarding experience, reducing time-to-value by one-third

DevX metrics: Proposed and built KPIs for tracking developer experience (UX but for dev); implemented and maintained relevant listeners on frontend

UX audit: Applied Jakob Nielsen's heuristics to improve dashboard usability and as a result, remove UX debt

Built and maintained flowcharts, feature maps and did regular competitor analyses to guide product strategy

→ Day-to-day product work

Collaborated with 8 PMs, 4 FE + 3 BE engineers to design and implement scalable systems, ensuring consistency across products while adapting to individual workflows

Implemented and maintained UI/UX consistency via reusable patterns and scalable component libraries

Worked closely with Product, Tech, and Marketing teams to align design decisions with business goals

Leadership Experience 3 roles • June 2016 - June 2022 • 6 years

Cofounder and Creative Director

Slangbusters Studio • Feb 2018 - Oct 2020

Built and led a branding studio with a focus on clarity and timeless design. Established six core design processes and shaped a collaborative creative culture.

Led a team of 16 creatives across 29 projects for clients in New York, Mumbai, Athens, and Dubai

Developed and standardized workflows for naming, identity systems, UI, packaging, and pitch decks

Delivered US\$1.2M in funding-winning pitch decks and secured international contracts

Independent Design Practice

Freelance • Nov 2020 - May 2022

Led a design, strategy, and client management practice, creating digital products across 3 industries

Senior Graphic Designer

WebClues • Jun 2016 - Sep 2017

Transitioned from graphic design to UI+UX, designing 8 iOS apps and 30 websites. Introduced Agile workflows and implemented Google Material Design Guidelines to streamline development processes.

Built foundational skills in system thinking, prototyping, and collaborative design

Skills and Tools

Design and Prototyping

Figma, Entire Adobe Suite (Photoshop, Illustrator, After Effects, Premiere Pro, Audition), ChatGPT, Midjourney, DALL-E, Runway

Research and Strategy

User interviews, usability testing, JTBD framework, heuristic evaluation, user journey mapping, A/B testing

Collaboration and Development

Facilitation of design-sprints, clean developer handoffs, understanding of major frontend frameworks, the Notion-Slack-Github workflow

Milestone

GrowthX Nov 2024

Learned + applied growth levers to improve onboarding and activation; designed features for engagement and monetization