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I've spent a decade designing products for people who trust technology and a decade researching people who can't. It has shaped how I work with less convention, more attention to what's actually happening in someone's head. I started as an early contributor to InMobi and at India's first Android smartphone project. Since then I've worked across fintech, consumer products and enterprise systems. Right now I'm running a full stack product design for an early-stage fintech startup.

EXPERIENCE

User Experience design consultant

Nudget (bootstrapped FinTech startup) | Bengaluru, India

Oct 2025 - Present

Nudget, a FinTech production is a privacy-first expense tracking concept designed for India's UPI-driven economy.

- Surveyed 51 salaried professionals and derived three behavioral archetypes (Passive Tracker, Manual Organizer, App Skeptic) which reframed the product from a logging tool to a passive-capture mechanism/feature.
- Replaced the manual entry with the automated capture by parsing bank SMS and cutting the core user action from 'type it in' to 'just glance and confirm.'
- Prototyped a gamification layer, tested it against the archetypes and killed it when it fought the Passive Tracker's actual behavior instead of supporting it.

Independent User Researcher - Neurodivergent Learning & Development

Self-Employed | Bengaluru, India

2015 - Present

A decade of longitudinal, single-subject research that was conducted with the same discipline as any UX study. Included because it shows my method more clearly than any client project can.

- Tracked one child's response to sensory input over a decade and used it to sequence media introduction. Analog tools first and screens only once regulation was consistent, not by age or default.

- COVID disrupted an analog-first introduction to media. Observing the effects of early screen exposure reshaped the framework into one guided by polyvagal pacing, where the approach adapts to the child's readiness rather than a fixed sequence.
- Around age seven, the child operated new devices independently and used a digital camera to choose what to document. Media, as something that she controls, not something that controls her.

User Experience Design Consultant

Amazon | Bengaluru, India

Dec 2013 - Apr 2014

- Worked with internal teams supporting Kindle and Fire Android developers to redesign the console's upload and management flows based on their pain points.
- Optimised the interaction design to fewer, clearer steps which enabled the same build-and-publish task with less friction and less to relearn each time.
- Shipped the redesigned flow into production. The product and the marketplace it served no longer exist so usage metrics are no longer available.

User Experience Design Consultant

Yahoo! | Bengaluru, India

Sep 2012 - Sep 2013

- Designed the badge and leveling system for Yahoo India's user-generated content deciding when a badge like 'Top Contributor' would surface and what threshold of activity earned it, across comments and live blogging.
- Worked inside the content management system's internal dashboard, sitting with developers and technical writers to design the interaction patterns for reviewing user-generated content before it went live.
- Extended the gamification model to live event pages and recognizing contributions around video coverage. It ran in production for a period.

User Experience Lead - Slabble TV

INMOBI | Bengaluru, India

Sep 2011 - Jun 2012

- Helped pivot the tablet product into Slabble TV, a white-label platform letting service providers deliver interactive TV discovery on iOS and Android.
- Introduced dark mode ahead of Netflix and other apps that later adopted it and modeled the browsing experience on flipping through TV channels, the core interaction pattern for Slabble TV.
- Designed the interaction patterns and information architecture for the internal Video Management System too for the providers to use to manage the video content.
- Explored the social viewing through a potential Facebook integration, aimed at letting people publish and share what they were watching. The interaction patterns from Slabble TV went on to inform InMobi's later applications.

Founding Member, User Experience

Slabble Content Discovery/News Aggregator | Bengaluru, India

Jan 2011 - Aug 2011

- Designed Slabble as a web-based content discovery platform then extended the product into magazine-style tablet app towards a more visual and interactive content experience.
- Designed the interaction patterns and information architecture for the internal system used to manage content.
- Built those as reusable foundations rather than one-off screens so the same patterns held up as the product moved from web to tablet.

Senior User Interface Engineer

MindTree Pvt. Ltd. (Kyocera Wireless) | Bengaluru, India

Jan 2010 - Jan 2011

- Contributed to the UX strategy for one of India's earliest white-label smartphone initiatives, working across CDMA, proprietary platforms and early Android custom ROM. (The product never launched but the interaction patterns outlived it and became part of the production design system.)
- Designed and documented a full interaction pattern system, built around hardware constraints like limited screen real estate and no touch navigation for ready to deploy as the phone's UI.
- Maintained design continuity through the Kyocera-to-Mindtree transition while adapting the pattern language across the ecosystem of shifting device, carrier and market requirements.

User Experience Designer

INMOBI | Bengaluru, India

Jan 2009 - Dec 2009

- Conducted a heuristic evaluation of mKhoj's customer-facing site and rebuilt it to 2009-era web patterns and accessibility standards as the site had aged out of its own moment.
- Optimised the interaction patterns on the internal systems to match technical frameworks, working with in-house ad account managers to make their day-to-day work efficient.
- Designed AdROI™ from the ground up, an internal dashboard built around how those same account managers actually worked and not a generic admin tool.
- Validated the shipped interaction patterns through screen-recording and eye-tracking research with the account managers using them and integrated the observations, learnings into the design.

User Interface Engineer

Proteans Software Solutions (acquired by Symphony Services) | Bengaluru, India

Feb 2008 - Oct 2008

- Evaluated a white-label logistics tracking dashboard for an enterprise client, covering bulk transport, oil & gas, same-day courier, and passenger shuttle services. Added filters that sped up record sorting, and redesigned the data visualization approach so subscribers could read fleet and delivery status at a glance rather than digging through tables. Recommendations shaped how the dashboard's charts and reports were structured going forward.

INTERNSHIPS

User Interface Design Associate

National Institute of Design, R&D Campus | Bengaluru, India

2006 - 2007

- Led UX research and design for IIT Chennai & n-Logue Pvt. Ltd (web app redesign).
- Partnered with GE Healthcare on user-centered interface design.

User Experience Intern

Trellisys.net Pvt. Ltd. / User Experience Intern | Bengaluru, India

Jul 2005 - Feb 2006

- Designed a learning-based CRM survey system for client projects.

Summer Intern

Grey Worldwide (India) Pvt. Ltd. | Bengaluru, India

May 2004 - Jun 2004

- Conducted user research & brand insights for client campaigns.

EDUCATION

Master of Design (Information and Digital Design)

National Institute of Design – Ahmedabad, INDIA | 2003 - 2007

Bachelors of Computer Applications (BCA)

Bangalore University, – Bangalore, India | 2000 - 2003

CORE EXPERTISES

Interaction Design & Prototyping, Design Systems & UI Development, User Research & Usability Testing, AI workflows, Cross-functional Collaboration