

## SENIOR PRODUCT DESIGNER

Senior Product Designer with 8+ years of experience specializing in 0-1 retail, AI powered e-commerce experiences, and creating experience strategies that drive design-led business outcomes.

### Work experience

#### Walmart Inc | Senior Product designer Mar 2023 - Present

Led next-generation retail and AI-powered experiences for Sam's Club, creating 0-1 products for members and associates.

- Led the design for E2E technician experience for Auto vertical driving **4x associate productivity** and a **24% increase in top-line sales**. Created a 0-1 sales, order, inventory, and service management tools and dashboards.
- Led the E2E **modernization** of legacy systems, drove a11y compliance and created strategies to connect physical and digital experiences.
- Created the vision and strategy for end-to-end member experience for auto services, acted as a thought partner to business and aligned cross functional senior leadership on top priorities for **3x revenue growth**.

#### Wish | Product designer Dec 2020 - Mar 2023

- Design Lead - Incentives:** Led the design for shipping incentives such as free gift program, Discounts and Rewards features in the Wish app resulting in ~19% increase in buyer conversion.
- Design lead - Merchandising:** Designed the Item Discovery and Holiday Deals experience leading to 8% GMV and 32% engagement increase. Introduced merchandised collections, category experiences, campaigns, and high-trust entry points such as Wish check program and Trusted brands.
- Designer - Wish Local:** Designed the E2E consumer experience for Wish Local - a ship-to-store model that allowed shoppers to browse and pickup from small businesses.

#### Google | UX Research Associate Sep 2019 - Dec 2020

- Led generative and evaluative research to study content/ad publishers' needs and behaviors and develop actionable user insights.
- Drove critical product decisions and informed design strategies for Google Ads platform features such as ad cohort reports (0-1), policy center (0-1), ad testing features, ad format selection, user segmentation etc.

#### Nutanix | UX Design Intern May 2018 - Jul 2018

- Re-designed the virtual machine creation flow of Nutanix Prism which resulted in ~80% increase in developer efficiency. Created a personalized wizard based approach and conceptualized a chatbot for VM deployments.
- Conducted UX research to discover key user segments needs, developed user stories, concepts, and delivered visual mocks via iterative usability testing.

#### Cardekho | UX Designer/Researcher Jul 2016 - Jul 2017

- Led UX design and Research for Cardekho (India's largest car portal)
- Re-designed the browse and discovery experience, discovered key personas and user journeys through qualitative research, improved cross-platform product usability and personalization. Spearheaded the creation of design system and visual guides

#### Amazon | UX Design Intern May 2015 - Jul 2015

- Designed 0-1 shopping experience for Amazon Easy (Project UDAAN) - a fully assisted shopping service for emerging markets.
- Conducted ethnographic research and concept testing with users in tier-2/3 towns in India, created the design strategy and delivered a hi-fidelity prototype to product and business teams.

### Education

#### Georgia Institute of Technology 2017 - 2019

Masters in Human-Computer Interaction

#### Indian Institute of Technology Guwahati 2012 - 2016

Bachelors in Design

### Conferences

#### Speaker, Re-imagine Retail by Walmart, 2024

Talk: 'Unlocking User Insights' - Rapid validation techniques in retail

#### Grace Hopper Conference, 2018

Among 15 students selected across university to represent Georgia Tech

### Skills

#### Design

Human centered design, Interaction Design, Conversation design, Service Design, Product and systems thinking, Visual Design, Design systems

Information Architecture, Prototyping, Personas, Experience Maps, Service blueprints, Storyboarding, Data Visualization

#### UX Research

Generative and Evaluative research techniques: Contextual Inquiry, Usability testing, RITE Methods, Affinity Mapping, Focus Groups, Surveys, Heuristic Evaluation, Card Sorting, A/B Testing

#### Relevant tools/skills

**Design:** Figma, Framer, Adobe Creative Suite

**AI:** Claude design, Google Stitch, V0, Cursor, Windsurf

**Data:** Tableau, Google analytics, MX Voices

**Code:** HTML/CSS, Javascript, D3.js

**Collaboration:** Design Sprints