

A product designer with 9+ years of experience designing solutions that simplify complex systems for real users in B2B and B2C spaces. Over the past year, I've led UX for an AI-agent automation platform based on Crew AI and a tag monitoring/data visualization tool (Monita). Skilled in MVP design, system thinking, and fast iteration—especially in AI, Ad-tech, Ed-tech, and Web3 ecosystems.

SKILLS

- 🧠 **Product Strategy & Collaboration**
- MVP Scoping & Lean Product Thinking
 - Design-Dev Collaboration & Handoff
 - Cross-functional Team Communication

- 🔍 **UX Research & Insights**
- Product Discovery & Problem Framing
 - UX Validation & Iterative Testing
 - Insight Synthesis
 - Feature Prioritization

- 🌟 **UX/UI Design & Systems**
- Scalable Design Systems
 - Dashboard & Data Visualization
 - Conversational UX for AI Interfaces
 - Information Architecture
 - Flow Mapping
 - Component-Based UI Design

- 🔧 **Tools & Tech Comfort**
- Figma, FigJam, Figma Make.
 - HTML, CSS, Bootstrap, React
(strong understanding)
 - Webflow (Basic proficiency)

EDUCATION

Masters of Computer Application
2011 - 2014

EXPERIENCE

- Led end-to-end design for complex SaaS platforms across B2B/B2C domains, including AdTech, EdTech, and Web3.
- Designed intuitive UX for an AI-based agentic platform (Crew AI) enabling data sync, vector DB integration, and RAG workflows.
- Simplified UX for a high-scale enterprise tag monitoring solution, improving usability and information hierarchy for advanced users.
- Collaborated with cross-functional teams to align design strategy with product goals; conducted user research and usability testing.
- Delivered responsive web designs using Figma; supported handoff with HTML, CSS, and JavaScript for clarity.
- Presented design solutions to founders, clearly communicating rationale and business impact.

Product Experience Designer

at RNA Digital (AI/ML, MarTech)

Product Experience Designer

at Adrixus, Spreadd (Ad-tech, Creator Collaboration)

Sr Designer & Front-end Developer

at Campusknot

Product Designer

at Notechit

EMPLOYMENT

RNA Digital

www.rna.digital
2024 - 2025

Adrixus

www.adrixus.com
2021 - 2024

Campusknot

www.campusknot.com
2016 - 2021