

PROFILE

User Experience Designer with 4 years of experience designing digital products across complex enterprise domains. Skilled at translating ambiguous business and user requirements into clear, intuitive product experiences—from information architecture and user flows to wireframing, prototyping, interaction design, usability testing and high-fidelity UI. Experienced in collaborating with product, engineering, QA and client stakeholders from first sketch through implementation, balancing user needs with business and technical constraints.

EDUCATION

BACHELOR OF BUSINESS MANAGEMENT STUDIES (MARKETING & BRAND MANAGEMENT)	— 2019 – 2022
Grade: 8.18 CGPA	
University of Mumbai, Patuck Gala Commerce of Management	
DIPLOMA (USER EXPERIENCE DESIGNER)	— Nov 2021 – Apr 2022
Grade: A+	
Edit Institute, Thane India	

WORK EXPERIENCE

Flair Labs Pvt. Ltd (Mumbai, IN)	
User Experience Designer	— Aug 2025 – Present
Associate User Experience Designer	— Mar 2023 – Jul 2025
Intern User Experience Designer	— Sept 2022 – Feb 2023

ROLES & RESPONSIBILITIES:

- Drive UX design from problem definition through research, design, validation, and implementation across complex digital products.
- Partner with product managers, stakeholders, and subject-matter experts to translate business objectives and user needs into clear UX problems and design opportunities.
- Conduct user research, competitor analysis, and heuristic evaluations to uncover usability gaps and inform design decisions.
- Translate research and requirements into user journeys, task flows, information architecture, and interaction models that simplify complex workflows.
- Design and prototype wireframes, interaction models, and high-fidelity UI to explore, validate, and communicate solutions.
- Build and maintain reusable components and design patterns to ensure consistency and scalability across products and platforms.
- Apply usability principles and iterative testing to refine designs and resolve experience issues pre- and post-launch.
- Present design rationale to stakeholders, facilitate design reviews, and incorporate feedback into product decisions.
- Collaborate with engineering and QA throughout implementation reviewing builds, resolving design gaps, and maintaining design quality and accessibility standards.
- Work within Agile/Scrum teams, balancing user needs, business goals, and technical constraints across multiple product areas.
- Contribute to process improvement through structured design practices, reusable assets, and AI-assisted design workflows.

CORE SKILLS

Research & Strategy:

- User Research
- Competitor Analysis
- Heuristic Evaluation
- Usability Testing
- Requirements Analysis
- Problem Framing

INFORMATION & INTERACTION:

- Information Architecture
- User Flows & Task Flows
- User Journey Mapping
- Interaction Design
- Wireframing
- Prototyping
- Responsive Design
- Accessibility (WCAG)

PRODUCT & DESIGN SYSTEMS:

- High-Fidelity UI Design
- Design Systems
- Reusable Components
- Design Patterns
- Cross-Platform Design
- Design Documentation

Tools:

- Figma
- FigJam
- Framer
- Adobe Illustrator
- Adobe Photoshop
- Canva
- Notion
- Microsoft 365

SELECTED PRODUCT EXPERIENCE

01 — RULES EXPLORER (Marine & Offshore)

Enterprise Web & Mobile Platform | Marine & Offshore Compliance

Designed Bureau Veritas’s marine rules platform, bringing Rule Notes from eRules and Guidance Notes from scattered PDFs into one place, so surveyors and clients find the right rule, in the right edition, on web, tablet and mobile.

Product Design Contributions

- Brought rules from two separate sources into one platform, with multiple editions per publication instead of one.
- Put an edition picker on every publication card, so users choose the edition before reading, reducing compliance risk.
- Designed connected Part, Chapter, Section and Article navigation, so users always know where they are in a publication.
- Designed search results that show each match’s full path, so users pick the right article before opening it.
- Designed Ask Jules, an AI assistant that answers plain-language questions from one publication and edition.
- Added bookmarks and Important Articles, kept across editions, so users return to the rules they use most.

02 — AUGMENTED SURVEYOR 3D (Marine & Offshore)

Enterprise Web Application | 3D Ship Inspection & Asset Management

Designed the user experience for an enterprise 3D inspection platform that transforms uploaded asset data into interactive ship models, enabling teams to visualize, navigate, and inspect complex ship structures digitally.

Product Design Contributions

- Designed the end-to-end product experience across asset management, data processing, inspection workflows, 3D visualization, survey items, and user interactions.
- Translated complex operational requirements into structured workflows that enable users to move from source data to a usable 3D inspection environment.
- Designed scalable navigation and information architecture for managing ships, survey items, inspections, processing versions, and 3D model data.
- Designed interaction patterns for navigating complex 3D environments, inspecting survey points, accessing contextual information, and collaborating through comments.
- Created workflows and interfaces for different user roles and operational scenarios within the enterprise platform.
- Designed reusable UI patterns and components to maintain consistency across complex product modules and workflows.
- Worked closely with developers and stakeholders to validate interactions, address 3D rendering and performance considerations, and ensure design feasibility.
- Improved the overall product experience by simplifying complex inspection workflows and making technical information easier to understand and act upon.

03 — CAP: CONDITION ASSESSMENT PROGRAMME (Marine & Offshore)

Enterprise Mobile App, Android Phone & Tablet | Ship Condition Surveys

Designed Bureau Veritas’s mobile inspection app that replaced paper ship surveys, so surveyors inspect a ship offline at sea and sync once they reach port. Survey work that took 2–3 weeks now takes 2–3 days.

Product Design Contributions

- Designed an offline-first flow (Fetch, work offline, Sync, Submit), so surveyors always know what has reached BV.
- Structured each survey as Ship, Module, Section and Area with progress rings, so surveyors pick up where they stopped.
- Designed large 1 to 5 tap ratings with exception codes, so rating works with gloved hands and nothing is forced.
- Added voice notes, ready-made comments and a comment on every photo, so findings are captured without typing.
- Designed a repair loop with revisit dates and history, so repairs become tracked follow-ups instead of lost notes.
- Designed sort, filter and search for long inspection lists, and a clear final submit with a disclaimer.
- Worked with the PM, BA, developers and QA from first sketch to launch on Google Play.

04 — AMDHA (Healthcare & Telemedicine Platform)

Healthcare & Telemedicine Platform | Patient & Clinician Experience

Designed product experiences for a healthcare and telemedicine platform focused on helping patients monitor their health information, manage self-care activities, and communicate with clinicians.

Product Design Contributions

- Translated healthcare requirements and user needs into structured patient-facing product experiences.
- Designed dashboards and health-information workflows for monitoring vitals and accessing relevant patient insights.
- Created interaction patterns that make complex health information easier to understand and navigate.
- Incorporated accessibility considerations into product decisions to support older and diverse user groups.
- Developed wireframes, prototypes, and high-fidelity interfaces to validate and communicate product concepts.
- Used iterative testing and design refinement to improve usability across key patient experiences.