

ABOUT ME

It's a deep curiosity about people and how they experience the world that fuels my entire design process. My background is intentionally diverse – games, B2B, B2C – because for me, versatility isn't just a label, it's the holistic lens through which I approach problem-solving. Emerging technologies like XR deeply intrigue me; they represent the next frontier. Ultimately, I am impact-driven and collaborative at my core. We build truly great things together.

My aim? To design experiences that truly matter to people. Frankly, for me, nothing less is worth doing.

UNTIL NOW



EXPERIENCE

Moonfrog Labs / UX Designer → Sr. UX Designer

Projects: Ludo Club, HTML5 Games, Carrom Gold, What the fate!

- Complete ownership of the game was given to me immediately under a year, Learnt how to take decisions in a fast product environment, There were also learning from my mistakes, but also how we pulled through them was the lesson for me.
- First impressions matter a lot in games, I took a fresh approach on the UI and D7 journey plus some QOL changes, resulting in a 20% retention and increased DAU.
- Mentoring 3 junior designers was unbelievably rewarding. Helping them plan their tasks, manage stakeholders,
- My approach to planning a roadmap has always been a deep understanding of the business objectives and the player needs. It ensures we are delivering real value, and prioritizing features that players need.
- To mitigate churn rates and drop-offs, I led a data focused orchestration of Ludo Club's flow. By analyzing player data, we were able to achieve approximately 4% improvement in Day 30 retention which is a win for long-term engagement.
- Built an active community of over a hundred players allowed me to gain valuable insights and have a pulse check on my players and provide PM's with relative insights and points when making decisions.
- I saw the lack of a design and art direction guidelines, so i took it upon me to come up with a cohesive guidelines that adhere to our game style and cadence, and guide the future cadence accordingly.
- Designed a templatized ecosystem for Moonfrog to ship HTML5 games fast and just build the core loops for the games.

KoolKanya / Product Designer

Projects: Community & Marketplace

- A women centric community platform like a common room setting. I saw real communities form and had learnings on the way.
- Defined feature scope, goals, and deliverables in collaboration with my team.
- Later introduced marketplace which was the eventual business goal. This had a lot of flows interacting with many parts of the product.

63 Moons / User Experience Designer

Projects: Chatbot creator, FaceReco, Tickertape

- Mastered B2B UX by directly collaborating with executives to deeply understand business needs and user workflows. This direct insight was crucial for impactful design decisions.
- Streamlined core workflows using simplified task flows, resulting in significantly simpler and more intuitive user journeys with improved completion times.
- Learned the practical how's and why's of long-term and short-term strategic thinking for building scalable systems.
- Engineered intelligent chatbot solutions for businesses, These little helpers could be easily added to other company systems to boost customer support.

SKILLS

Design : Storytelling, Wireframing and Prototyping, User Research, Personas, Information Architecture & User Flows, Interaction Design, Motion Design, Usability Testing, WCAG compliance

Research : Hotjar, Playtest Cloud, Usability Hub, Surveys, Behavior analysis, A/B and Multivariate testing, Heuristic evaluation, Observational studies

Product : Meta dynamics, Google Analytics, data.ai, Stakeholder management, Planning, Roadmap planning, Exploration, Mentorship, Growth, Strategy

Tools : Figma, Sketch, Adobe Creative Suite, InVision, Zeplin, Framer, Axure, After Effects, Lottie, Miro, Notion

EDUCATION

Human Factors International / Certified Usability Analyst / 2020-7803

IBM iX / Enterprise Design Thinking Co-Creator

Goa Engineering College / Bachelor in Computer Engg

Goa Polytechnic Panaji / Diploma in Computer Engg