

## WORK EXPERIENCE



**Navi** FinTech

### PRODUCT DESIGNER II • JUL '22 - PRESENT

#### Growth & New Initiatives

- **0 to 1 Product Innovation:** Designed and launched Money Manager, Ads, and CIBIL Score, implementing user-centric frameworks to drive adoption and revenue. Led vendor collaborations for seamless UX.
- **Navigation & Information Architecture:** Redesigned homepage navigation, improving clarity and accessibility, leading to an **8% increase** in Personal Loan disbursal.
- **Data-Driven Personalisation:** Led *'One Profile Initiative'*, integrating user data to create a unified profile, boosting **offer generation by 15%** and **D0 disbursal by 5.3%**.
- **Engagement & Re-Engagement Strategies:** Implemented personalised *in-app notifications*, **increasing CTR by ~70%** and improving feature adoption.
- **Onboarding & Permission Optimisation:** Led *Project Manhattan*, optimising permission prompts and onboarding flows, reducing drop-offs, **increasing logins by 2%**, and improving profile completion.
- **Design Systems & Visual Hierarchy:** Standardised CTA colours, ensuring visual hierarchy consistency & accessibility through A/B testing and usability research.

#### Health Insurance

- **Conversion Optimisation:** Designed *Complementary Insurance* onboarding, applying behavioural design principles and data-driven UX, resulting in a **3.8% conversion uplift** within a month.
- **Gamification & User Engagement:** Designed a *Health Risk Assessment* tool, increasing **completion rate to 75%**, **quote generation by 35%**, and **conversion by 0.8%**.
- **Behavioural Design & Adoption:** Implemented gamification strategies driving higher feature adoption.
- **Design Systems & Scalability:** Implemented design systems (Android & iOS), ensuring consistency, accessibility, and maintainability.
- **Cross-Functional Collaboration & Experience Enhancement:** Worked with medical experts and insurance specialists to redesign the claims intimation journey, improving clarity, efficiency, and trust, resulting in faster processing and reduced user drop-offs.

#### Investments

- **Journey Optimisation:** Refined investment flows, improving engagement and streamlining user navigation for a seamless experience.

### PRODUCT DESIGNER I • AUG '21 - JUL '22

#### Health Insurance

- **User Retention & Engagement:** Optimised daily engagement strategies, driving 3.5+ lakh daily logins and sustaining 50K+ active policies through targeted retention initiatives.
- **Conversion Funnel Optimisation:** Redesigned the Super Top-Up Journey, reducing friction points and simplifying decision-making, resulting in a **40% boost in Lead-to-Sale (L2S)** conversion.
- **Onboarding & Activation Enhancement:** Revamped onboarding experience, implementing structured form-based UX over chat-based flows, **improving completion rates by 40%** and performing **2.5x better** in guiding users to activation.
- **Experimentation & Data-Driven Design:** Designed and executed **40+ A/B experiments**, optimising the conversion funnel and increasing engagement through iterative improvements.
- **Content Discovery & Interaction:** Launched the *'Stories'* feature on the Super App, enhancing content discoverability and interaction design, leading to an **18% increase** in landing page engagement.



**Cult.fit**

Health & Fitness

**COMMUNICATION DESIGNER** • FEB '21 - AUG '21

- **Social Media Growth & Engagement:** Designed creative assets that boosted Instagram engagement, contributing to a 1M+ follower milestone.
- **Award-Winning Campaign Execution:** Secured Runner-Up at the **Mad Over Marketing Awards 2022** for Best Use of Instagram Stories with the 'Tap-Books' concept.



**MakeMyTrip**

Travel & Hospitality

**UX DESIGN INTERN** • JUN '20 - SEP '20

- **Enterprise UX & Tool Design:** Designed My-Biz Admin Console, a corporate travel booking tool, enhancing usability and workflow efficiency.
- **User Research & Flow Optimization:** Conducted user research and wireframing, refining booking flows to improve enterprise user experience.
- **Visual Design & Branding:** Ideated, conceptualized, and illustrated infographics and iconography to enhance the portal's visual identity and user experience.



**Zomato**

FoodTech

**GRAPHIC DESIGN INTERN** • MAY '18 - JUN '18

- **Marketing Collateral Design:** Created posters, flyers, and brochures for delivery partners and restaurants, enhancing brand visibility and engagement.

## EDUCATION



**IIT, Roorkee**

CGPA : 7.577

**BACHELOR OF ARCHITECTURE** • 2016 - 2021

- **Leadership & Co-Curricular:** Design Head, *Cultural Affairs Committee* • Design Head, *Thomso '18: Annual Cultural Fest* • Design Head, *Student Mentorship Program* • Joint Secretary, *Departmental Cognizance '18* • Executive Member, *National Social Scheme (NSS)*
- **Awards & Recognitions:** Certificate of Appreciation for Leadership & Management, *Cultural Council*, IIT Roorkee (2018-19) • *HUDCO Trophy* – 60th (Special Mention) & 61st (Shortlisted), *Annual NASA (National Association of Students of Architecture)*

## SKILLS

I Speak: Hindi English

- Problem-solving Creativity Communication Stakeholder Management Analytical thinking User Empathy Leadership
- Time Management Attention to details Adaptability Self-motivation Flexibility Critical Thinking Collaboration
- Decision-making UX Strategy A/B Testing Prototyping User research

Softwares:

- Figma Illustrator Photoshop Premiere Pro Aftereffects Zeplin Invision Sketch

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