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Senior Product Designer with 6+ years’ experience in creating and maintaining design systems, conducting UX audits, and improving user experience. Proven ability to collaborate with interdisciplinary teams, conduct user research and lead workshops. Successfully enhanced key government and startup products, driving user engagement and satisfaction.

Work Experience

6yrs +

DIC, National eGovernance Division, MeitY | Deputy Manager (UX Designer)

New Delhi | April 2021 – Present

- Currently building **DigiLocker 3.0** – evolving it beyond just a Document Wallet with feature like **SEBI integrated Nominee, Verifiable Credential, ABHA** and more.
- Authored the **AI Cookbook for Product Design** under NeGD’s AI-First initiative and **trained 500+ employees across 21 project teams**.
- Optimized the DigiLocker onboarding flow through UX improvements, **reducing drop-off rates by 30%**.
- Led the UX redesign for **DigiLocker 2.0**, streamlining navigation, improving accessibility, and enhancing visual consistency, resulting in a **rating increase from 3.4 to 4.2**.
- Designed and developed the MeriPehchaan portal in collaboration with CDAC and NIC, enhancing the unified authentication experience for over **533 million + users**.
- Created and maintained the **UX4G Design System** (India’s first Design System for Gov) crafting styles, components, guidelines, patterns, and micro-interactions ensuring a cohesive cross-platform experience. Streamlined workflows for efficiency and adoption (**Adopted by 30+ Ministries, 1400+ Download on Figma Community**).
- Contributed to key National Digital India initiatives, including **DigiLocker, MeriPehchaan, EntityLocker, MyScheme, API Setu, Poshan Tracker, NAD, ABC and UX4G**, enhancing user experience and accessibility across digital platforms.
- Defined and implemented the UX Audit framework, leading to successful audits of **20+ applications and 40+ websites in the span of 18 months**.

HTS Solutions Pvt. Ltd. | Product Designer

Noida | April 2020 – March 2021

- Coordinated and managed interdisciplinary teams (Stakeholders, Development, Content, QA, SEO) for the delivery of the **HTS Hosting** website, while also establishing the organization's brand identity
- Revamped the UI and interactions of the ERP product Linguee, **increasing user satisfaction by 15%**.
- Contributed to product brainstorming, problem-solving, and roadmap planning.

Kilobyte Technologies | UX Designer

New Delhi | September 2019 – March 2020

- Designed and implemented user-centered UI/UX solutions for a variety of products, using **Google-style design sprints**, iterative prototyping, and customer. with Product Managers.
- Conducted user research, usability testing, and client interactions. Created lo-fi and hi-fi wireframes, translating them into mockups and prototypes with Product Managers.

Skills

UX Design | UI Design | Qualitative and Quantitative Research | Information Architecture | Wireframes | High Quality Mockups | Prototyping | Usability Testing | Heuristic Evaluation | Design Quality Assurance | Responsive Design (Web, Tablet, Mobile) | Agile Scrum Methodology | HTML | CSS | JavaScript

Tools: Figma | FigJam | Miro | Adobe XD | Creative Suite | Notion | Zeplin

Education

Master of Technology | 2023 – 2025 | Data Science | BITS, Pilani
Bachelor of Technology | 2015 – 2019 | Computer Science | GGSIPU, Delhi

Achievements

- Guest lecture on Design Thinking** | Kirori Mal College, Delhi University | February 2023, March 2022
- Runner-Up of GRID Designathon** | Grid Design Studio, Gurgaon | September 2022
- Runner-Up of Design 360, Esya for consecutive two years** | IIIT Delhi, New Delhi | August 2019, 2018
- Top 10 finalist in Rajasthan Digifest RajHacks’18** | Government of Rajasthan | March 2018
- Winner of Deloitte Innovation Award at Smart India Hackathon’17** | Government of India | February 2017