

Product Designer - 3 years of experience shaping 0→1 products in AI and healthcare. I blend product thinking, UX strategy, and visual design to craft intuitive, high-impact B2C and B2B experiences that drive business and user outcomes.

Work Experience (3 years)

<u>Personify Health</u>	UX Designer 2 Personalized Healthcare . AI. B2B2C. 0-1 Product Design Apr 2025- Present Chicago, USA - Improved user task efficiency by 28.6% by redesigning the Settings and Notifications experience, enabling 25 million users to easily manage communication preferences and control their health notifications across web and mobile. - Increased feature reliability by 17.6% by collaborating with engineers to redesign the Friend requests experience, improving backend performance, visual hierarchy, and user flows for managing high volumes of friend requests. - Contributed to the AI search and personalization vision by collaborating with design leadership to shape future health discovery experiences for 25 million users. - Influenced key product decisions by collaborating with Product Managers, UX Designers, and engineers to translate insights into measurable design outcomes that strengthened feature adoption and retention.
<u>MissPoppins</u>	Product Designer, Individual Contributor HealthTech startup. B2C. B2B. 0-1 Product Design Jul 2024- Apr 2025 California, USA - Achieved a 30.4% increase in task completion rates by leading the comprehensive redesign, QA testing, and launch of the practitioner dashboard, simplifying complex workflows and streamlining patient management. - Increased user engagement by 25% by introducing personalized push notifications and streamlining user flows to create a smoother, more intuitive product experience. Reduced bounce rates by 20% by integrating a personalized onboarding journey and rescheduling/canceling appointment flows on the app, collaborating with engineers, product managers, and stakeholders. - Drove a 12.8% increase in recurring revenue by leading end-to-end design for 4 product launches in 8 months, spanning enterprise dashboards, AI personalization, analytics tools, while collaborating cross-functionally in a fast-paced, agile environment.
Cisco (via IU collaboration)	User Experience Designer Gen AI. B2B Mar 2024- May 2024 Indiana, USA - Informed the design of Cisco AI assistant features by conducting stakeholder interviews with 30+ Cisco network engineers and AI specialists, and synthesizing UX research insights on AI transparency. - Increased user satisfaction scores by 25% and reduced task completion time by 30% by conducting usability testing with 20 participants and iteratively refining the design. - Designed and prototyped high-fidelity screens for AI interfaces, ensuring alignment with user-centered design best practices and validating through comparative usability studies.

Leadership Experience

Indiana University	Associate Instructor	Jan 2023- Nov 2023	Indiana, USA
Visual Design for HCI/d and Web			
Led the training and development of 120+ students in visual design principles, enhancing their proficiency in web accessibility, Adobe Photoshop, Illustrator, and web design fundamentals through structured mentorship and hands-on guidance.			

Tools and Skills

Product Strategy Visual Design High Fidelity Prototyping User Journey Mapping
User Research (Interviews, Surveys, Competitive Analysis, Contextual Inquiry)
QA testing Usability Testing
Figma Miro Mixpanel Claude Asana/Jira
HTML/CSS

Projects

Remy AI: Smart Kitchen Assistant	Product Designer	Jun 2024- Aug 2024	California, USA
Buildspace Nights and Weekends s5			
- Designed an AI-powered recipe and meal planner app, creating personalized meal schedules by syncing with Google Calendar and incorporating user dietary preferences and pantry ingredients. - Implemented an AI-driven onboarding process using voice-based interactions, learning user preferences to deliver tailored meal recommendations. - Conducted interviews with 20+ users, translating insights into improved user flows and enhanced usability, ensuring an intuitive user experience. - Collaborated with an ML engineer and a developer to align design with technical feasibility, enabling seamless integration of AI- powered features and calendar synchronization.			

Education

Indiana University	Master of Science in Human Computer Interaction/Design	USA
Gpa: 3.7/4.0		
SRM IST	B.Tech in Computer Science and Engineering	India
Gpa: 3.7/4.0		