

Design leader with 14 years designing enterprise digital products across logistics, HRTech, and e-commerce. Currently advising FedEx's global design organisation on UX strategy, design quality and hiring, following six years leading UX for a B2B SaaS HRTech platform at enterprise scale.

- Design Advisory & Strategy
- UX Vision & Roadmapping
- Design Systems
- AI / ML Product Design
- Design Team Leadership

EXPERIENCE

Experience Design Advisor · FedEx

Sep 2024 - Present

Bangalore, India

- Advise product and engineering leadership on UX strategy across a suite of logistics and operations tools used by **millions of users globally**.
- Led the redesign of FedEx's global cookie consent experience - now **fully regulatory compliant**, with legal sign-off across all markets.
- Recognised with **3 FedEx awards** (2024–2026) - Bravo Zulu (sustained team-building impact), Rising Star (Cookie Consent Management), and the Purple Promise Quality Award (quality-driven management and customer experience impact).
- Serve on **FedEx's cross-company design review steering committee**, providing structured feedback on design work across every product team.
- Own design hiring end-to-end - portfolio reviews, structured interview feedback and design team capability-building.

Lead UX Designer · Symphony Talent

Aug 2017 - Feb 2024

Bangalore, India

- Owned end-to-end UX for a B2B SaaS HRTech platform (CRM + ATS) for **7 years**, serving enterprise clients with **500+ seat deployments**.
- Defined the product design vision for the core CRM team, streamlining recruiter workflows and reducing task-completion time through iterative usability improvements.
- Drove design system adoption across **4+ product teams**, establishing shared components that significantly cut design-to-dev handoff time.
- Designed AI/ML-powered features end-to-end - including candidate matching and smart job recommendations - turning complex algorithmic output into intuitive interfaces.

Senior UX Designer · Tacme

Aug 2015 - Jul 2017

Dubai, United Arab Emirates

- Designed and prototyped interfaces for **15+ digital products** across web and mobile, grounded in user interviews, surveys and heuristic evaluation.
- Led design sprints and cross-functional workshops that aligned product, engineering and business stakeholders on direction.
- Ran ongoing usability testing to validate design decisions, iterating rapidly on research findings.

EARLIER EXPERIENCE

Production Designer · Amazon	Jan 2015 - Aug 2015 · Bangalore
Pixel-perfect, brand-aligned design assets for high-conversion promotional campaigns.	
Creative Designer · GroupM	Oct 2013 - Dec 2014 · Bangalore
Integrated campaign materials across print and digital, in direct collaboration with clients and account teams.	
UI Designer · TTK Services	Dec 2012 - Oct 2013 · Bangalore
Designed site and graphic elements for HomeShikari, an in-house property services platform.	

EDUCATION & CERTIFICATIONS

MBA - Information Technology Jaipur National University 2015 - 2017	Design Thinking and Innovation with AI - Indian Institute of Management Kozhikode(IIMK)
BFA - Applied Arts KSO University 2009 - 2012	Agentic AI Development and Generative AI - Udacity
Diploma - Multimedia, Graphic / Web Design & Animation Aptech 2006 - 2009	Google NotebookLM Enterprise for Professionals - Udacity
	UX Accessibility - Pluralsight
	Usability Testing & User Research - LinkedIn Learning

SKILLS

DESIGN TOOLS

Figma · Adobe XD · Sketch · InVision · Photoshop · Illustrator

AI / ML UX

Generative AI Product Design · Prompt UX · AI Feature Design · ML Output Interfaces · Conversation Design

DEVELOPMENT

HTML · CSS · JavaScript · Adobe Experience Manager (AEM)

RESEARCH & ANALYTICS

Hotjar · Pendo · Adobe Analytics · Google Analytics · Usability Testing · User Interviews · Heuristic Evaluation

COLLABORATION

Miro · Mural · FigJam · Jira · Confluence

METHODS

Design Thinking · Design Systems · Accessibility · Agile / Scrum