

WORK EXPERIENCE

Product Designer • Contract / Full-time

Sep 2022 - Sep 2024

BMO / Toronto

- Enhanced customer adoption and feature awareness by launching a new 0-1 product on authenticated, retail channel
- Led the redesign and mobile optimization of profile refresh, ensuring bank’s compliance with OSFI¹ regulations and maintaining the integrity of customer information, estimated to generate **\$2M-4M** over 5-years
- Streamlined the personal credit card activation, reducing customer call volume by approximately **5% MoM** by removing redundant steps for personal banking customers
- Collaborated with cross-functional teams to introduce retail and corporate card PIN reset capability, successfully migrating the process for over **70K** PIN resets to digital channel—a first for BMO Canada

Digital Product Designer • Freelancing

May 2020 - Ongoing

DG Studios / Toronto

- Led the design, user research, and usability testing for a hyperlocal rental marketplace app, ensuring a user-centered approach
- Developed and implemented UI for the Continental Tires (NA²) industry partner program, leveraging modern front-end frameworks and best UX practices (B2B product)

UX Designer • Full-time

Aug 2018 - Aug 2019

Idealake Infotech / Mumbai

- Managed designing user flows and accessibility testing for finance and banking products (web and mobile), ensuring a seamless and inclusive user experience
- Developed and maintained a comprehensive design system for a mutual funds investment app, streamlining development efficiency
- Led the accessibility testing plan to ensure compliance with WCAG AA³ standards for a bank’s credit card landing page, enhancing accessibility for all users
- Improved digital experience for a credit card application website (web and mobile), resulting in a 4% increase in completed applications

UI Designer • Full-time

Mar 2017 - Apr 2018

SPAG / Mumbai

- Produced visual designs for marketing apps targeting doctors, general practitioners, and medical representatives
- Delivered design artifacts for nationwide social media campaigns, which saw a 6% increase in engagement on Facebook and Twitter

EDUCATION

Digital Product Design

2021

Post-graduation certificate

Sheridan College, ON

Interactive Media Management

2020

Post-graduation certificate

Sheridan College, ON

Bachelor's in Engineering

2016

Information Technology

University of Pune, India

SKILLS

Research and Design

Usability testing

Journey mapping

User flows

Qualitative research

A/B testing

Prototyping

User personas

Wireframing

UI Design

User-centred design

Design systems

Tools and techniques

Figma

FigJam

Sketch

Framer

ProtoPie

Marvel

Miro

Mural

Ustesting.com

PlaybookUX

Zeplin

Zeroheight

Product strategy

Stakeholder collaboration

Workshop facilitation

Agile methods

HTML

CSS / Tailwind, Bootstrap

JavaScript / React

1. OSFI - Office of the Superintendent of Financial Institutions 2. NA - North America 3. WCAG AA - Web Content Accessibility Guidelines