



A curious mind and a creative soul, I thrive on hands-on experiences.

I have worked across product design end to end, product management, and product marketing, always with the designers hat on. I believe design is not a subject but a skill, a process you can apply in any domain. From user research to go-to-market strategy, I bring a holistic view of how products are built, experienced, and adopted. In my recent roles, I reported directly to CEOs, shaping strategy at the highest level.



National Institute of Fashion Technology

Best Academic Performance Award



Kyoorius Design

Kyoorius Young Blood Award



Engagedly Inc.

Best Idea Provider, Hackathon

SKILLS

|                          |                    |                          |
|--------------------------|--------------------|--------------------------|
| <b>Design</b>            |                    |                          |
| Design Thinking          | Usability Testing  | Design Strategy          |
| UI/UX Design             | A/B Testing        | Requirements Gathering   |
| User Research            | Design Systems     | User Stories & Use Cases |
| <b>Product Marketing</b> |                    |                          |
| Positioning & Messaging  | Market Research    | Competitor Analysis      |
| Go-to-Market Strategy    | Buyer/User Persona | Win/Loss Analysis        |
| Sales/Cust. Enablement   | Storytelling       | Performance Optimization |

WORK EXPERIENCE



**Product Marketing Manager** (Mar 2025 - Present | Remote)

Reported directly to the CEO, aligning marketing initiatives with executive priorities

- Drove **Website Redesign** with improved UX and UI consistency increasing time-on-page by 2X, and generating the first inbound demo requests.
- Planned and executed the **DLP Campaign** end-to-end after conducting a **Usability Test** with 15 **Advisors** to refine the DLP Report Webpage. Drove communication open rates up to 45%.
- As a **Product Manager**, successfully deliver an issue-free test site for an enterprise prospect, with the project slated to go live in 2026.
- Built reusable **Client QBR** templates projected to save 800+ hours annually across clients, enabling the CX team to dedicate more time to renewal and expansion.
- Designed and A/B tested **Case Study** templates and Adobe Experience dashboards with advisors, cutting creation time per client from 10hrs to 20min; 360+ hours saved annually while shortening sales cycles by ~10%.



**Product Marketing Manager** (Dec 2023 - Feb 2025 | Hybrid | Bangalore)

Reported to the CEO, influencing business strategy and product positioning

- Led end-to-end **Launch** of 2 products and 20+ features; developed positioning that accelerated adoption by ~15% within a quarter.
- Managed the **Customer Enablement** team, reducing client queries by ~25%.
- Led **Branding** for Engagedly and theEMPLOYEEapp; **Redesigned** the Website, boosting organic traffic by 30% and drove ~20% lift in CVR through **Repositioning**.
- Equipped Sales and CS with **Use-case Libraries**, **Demo Decks**, and **Training Assets**, shortening onboarding time by ~15% and increasing upsell effectiveness. Reviewed and optimized content marketing, driving higher engagement.
- Designed and implemented structured **Impact Surveys** and **Win/loss Analysis** to uncover customer needs and directly inform product strategy.
- Collaborated with the CEO and CX to develop effective **Pricing Strategy**.



**Product Designer & UX Researcher** (Aug 2021 - Nov 2023 | Bangalore)

- Optimized design processes** with XD workflows, UX testing, Design System and documentation frameworks, cutting iteration time by ~25%.
- Collaborated directly with the CEO to **end-to-end design Team Pulse** and *Meetings*, and redesign *Performance* and *Multirator*, owning research, ideation, user flows, wireframes, and UI delivery.
- Spearheaded **Research** of *Learning Experience Platform*, prioritizing features advised by customers after business impact mapping, **Boosting Revenue** by ~15%.
- Conducted **User Interviews** to validate ideas and ran **Usability Tests** with 25+ users per module, driving improvements that increased task success rates by ~20%.
- Delivered **High-fidelity Prototypes** that accelerated engineering alignment and reduced design-to-dev turnaround by ~30%.
- Facilitated **Participatory Design Workshops** with clients and internal stakeholders, eliminating low-value features and reducing dev effort by ~20%.
- Awarded top score in Engagedly's **Bi-annual rewards** program for contributions to design excellence and the **Best Idea Provider** at the Engagedly hackathon '23.



**Sabhekar**

Principal Design Strategist

**Design Strategist** (Sept 2020 - Aug 2021 | Ranchi)

Worked with the Founder to build Sabhekar from ground up

- Designed and implemented the **Brand Identity** & the **Design System** ensuring consistency across digital, print, and in-store touchpoints.
- Conceptualized the **Store Interior Design** for the first offline outlet.
- Led **Website Design & UX Strategy** aligning with online shopping behaviors.
- Conducted **Co-creation Workshops** with local artisans to inform product design.
- Designed and organized **Events & Exhibitions**, ensuring UX reinforced brand storytelling and values.

DIGITAL SKILLS



Hubspot



Semrush



Google Analytics



Figma



Jira



Miro



Coda



Basecamp



Photoshop



Illustrator



Indesign



Xd



Procreate



Wordpress

SOFT SKILLS

Results Oriented

Analytical Thinking

Optimist

Versatile

Collaborative

Self Motivated

Problem Solver

People Mastery

Decision Maker

Empathetic

EDUCATION

**Gossner College (IGNOU)**

Masters of Arts (Anthropology)

**National Institute Of Fashion Technology**

Bachelor of Design | Bangalore

9 SGPA, Best Academic Performance Award

**Pampapur Inter College**

Intermediate | 90%

**Greater Triveni Public School**

Matriculation | 9.8 CGPA



**Acumen Academy**

Human Centered Design



**Interaction Design Foundation**

Online certification courses

- Design Thinking
- User Experience
- Mobile User Experience
- The Practical Guide to Usability
- Accessibility: How to Design for all
- User Research
- UI Design Patterns
- Human-computer Interaction



**Product School**

Building Digital Products



**Pavillion**

Community-powered learning

- Marketing School
- Product Marketing Fundamentals



**Udemy**

Online certification courses

- Service design: Designing for experience
- UX Strategy
- Figma
- Storytelling to Influence
- Business Branding Expression
- Business Branding Strategy
- Product Marketing for Technology Companies
- HubSpot Basics
- Complete SEMRush
- Product Marketing Fundamentals
- Product Management A-Z
- Business Analysis: Developing Requirements
- Business Analysis: Working with Use Cases
- Product Management: Building Great Products

EXTRA CURRICULAR



**Service Design Drinks**



**Global Service Design Jam**



**Design Open**



**Dreamcatchers Camp**



**Campus Placements**



**Garage Sale & Trunk Sale**

INTERNSHIPS



wipro



SPREAD



DDB mudra



Vedantu

SCHOLARSHIP



**NIFT**



**Textile Association Of India**



**E Kalyan Jharkhand**



**CM Fund Jharkhand**