

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





SKILLS .

Design

Design Thinking UI/UX Design User Research

A/B Testing Design Systems

Usability Testing

Design Strategy Requirements Gathering User Stories & Use Cases

Product Marketing

Positioning & Messaging Go-to-Market Strategy Sales/Cust. Enablement

Market Research Buyer/User Persona Storytelling

Competitor Analysis

Performance Optimization

Win/Loss Analysis

WORK EXPERIENCE

adeptmind

Product Marketing Manager (Mar 2025 - Present I Remote)

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

- Drove Website Redesign with improved UX and UI consistency increasing time-onpage 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%.

engagedly

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 the EMPLOYEE app; 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.

congagedly

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.

EDUCATION

Gossner College (IGNOU)

Masters of Arts (Anthropology)

National Institute Of Fashion Technology

Bachelor of Design I Bangalore 9 SGPA, Best Academic Performance Award

Pampapur Inter College

Intermediate I 90%

Greater Triveni Public School

Acumen Academy

Matriculation I 9.8 CGPA

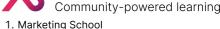


Interaction Design Foundation Online certification courses

- 1. Design Thinking
- 2. User Experience
- 3. Mobile User Experience
- 4. The Practical Guide to Usability
- 5. Accessibility: How to Design for all
- 6. User Research
- 7. UI Design Patterns
- 8. Human-computer Interaction



Pavillion



2. Product Marketing Fundamentals



Online certification courses

- 1. Service design: Designing for experience
- 2. UX Strategy
- 3. Figma
- 4. Storytelling to Influence
- 5. Business Branding Expression
- 6. Business Branding Strategy
- 7. Product Marketing for Technology Companies
- 8. HubSpot Basics
- 9. Complete SEMRush
- 10. Product Marketing Fundamentals
- 11. Product Management A-Z
- 12. Business Analysis: Developing Requirements
- 13. Business Analysis: Working with Use Cases
- 14. 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



SPREAD

Vedantii.



SCHOLARSHIP



DIGITAL SKILLS





















Textile Association Of India





CM Fund Jharkhand



Results Oriented

Analytical Thinking



Optimist





Versatile **Decision Maker** Collaborative Empathetic

Self Motivated

Problem Solver

People Mastery