

SENIOR PRODUCT DESIGNER**Experience****Digital Experience Designer****Dentallook – Ontario, Canada | Oct 2023 – Present**

- Lead digital experience initiatives across 30+ clinics, optimizing appointment checkout flows.
- Maintain multi-brand design systems and token libraries in Figma to ensure UI consistency.
- Conduct user interviews and run A/B testing using Pendo, driving a 43% YoY engagement increase.
- Build interactive prototypes in Figma and Framer to refine micro-interactions and booking flows.

Senior Product Designer (Enterprise SaaS)**Tekion – Vancouver, BC | Mar 2022 – Aug 2023**

- Architected enterprise-scale design systems and design tokens in Figma for complex SaaS platforms.
- Achieved a 67% reduction in navigation time and 54% higher feature adoption by streamlining workflows.
- Executed user interviews with enterprise operators to identify friction and validate new features.
- Designed high-fidelity motion prototypes in Framer and Figma for complex interaction handoffs.

Principal User Experience Designer**Samsung Research – Bengaluru, India | Apr 2021 – Feb 2022**

- Designed e-commerce purchase and account management flows for Samsung Shop and My Galaxy.
- Built tokenized design systems in Figma, cutting engineering delivery time by 30%.
- Ran A/B testing and user interviews to optimize high-volume checkout funnels.

UI/UX Designer & Product Specialist**Earlier Design Roles (Zapr, Finezzy) – India | Jun 2017 – Mar 2021**

- Led visual and interaction design for mobile applications, consumer products, and transactional fintech platforms.
- Conducted user interviews to inform wireframes, interactive Figma prototypes, and initial design system component kits for early-stage SaaS and mobile products.
- Delivered end-to-end e-commerce layouts, brand assets, and mobile interfaces compliant with iOS and Android design guidelines.

Education

Bachelor of Science, Visual Communication, Bharathiar University (2014-2017)

Postgraduate Certificate – Interactive Media Management, Conestoga College (2023)

Postgraduate Certificate – Project Management, Thompson Career College (2026)

Certifications & Recognition

TCPS 2: CORE – Research Ethics (Government of Canada)

Human-Computer Interaction (Interaction Design Foundation)

Adobe Design Achievement Awards (ADAA) – Semi-Finalist, 2017

Skills

A/B Testing
AI Prompt Engineering
Data Analysis
Design Systems
Design Thinking
HTML / CSS (Basic)
Motion Design
Micro-Interactions
Prototyping
User Flows
Transactional & Checkout UX
User Interviews
Research Methods

Tools

Adobe Creative Suite
Dovetail
Figma (Tokens & Systems)
Framer
Lucid Software
Pendo Analytics
Qualtrics
Salesforce
Axure
Sketch

