



Work Experience

Zynga | June 2021 - Present

Sr. UI/UX Designer, Bangalore

- **Marketing Messaging Tool:** Co-designed an internal marketing messaging tool with the Principal Designer to streamline player communications and replace a third-party solution, driving **\$1M** in annual cost savings.
- **Design System:** Spearheaded Zynga's first internal Design System for Central Products, establishing a unified UX standard that accelerated design workflows, improved designer-developer collaboration, increased quality by **10x**, and reduced inconsistencies by **60%+**.
- **Internal & Studio Sites:** Led design of all internal gaming sites, studio websites, and digital communications, reducing costs by eliminating third-party vendor reliance.

Lollypop Design Studio | June 2019 - June 2021

Associate Sr. UI Designer, Mumbai

- Designed for prominent clients such as Zee5, Vodafone Idea, and Burger King, working directly from client locations to ensure project success.
- Led design presentations, managed client requests independently, and delivered solutions that met business objectives.
- Collaborated closely with multiple stakeholders, including Development, Product Management, and Design teams, to ensure smooth project delivery and alignment across all phases.
- Mentored junior designers and new hires, guiding them through ongoing projects and fostering growth.

InvestisDigital (IDX) | Nov 2015 - June 2019

UI Designer, Vadodara

- Crafted Investor Relations apps and websites for leading companies on Nasdaq, NYSE, and LSE.
- Ensured designs adhered to corporate standards while enhancing the design system library for scalability.
- Notable client collaborations include: Accenture, Brookfield, Biohaven, Toll Brothers, D.R. Horton, Triton, etc.

Vistaprint | Oct 2013 - Nov 2015

Graphic Designer, Ahmedabad

- Designed for e-commerce, print, and individuals with unique needs and preferences.

Education

MS University, Baroda

Bachelors in Performing Arts, Music

2016 - 2019

Arena Animation

Certification in Animation, Special Effects & Interactive Technology

2010 - 2012

Award

DNA Paris Award for Visual and Interface Design - Burger King Project

Skills

AI Tools & Prototyping

I predominantly use AI tools in my design workflow for rapid ideation and prototyping, while staying up to date with the latest market standards. The AI tools I use in my design process include Claude, Amazon Q (VS Code), Google Gemini, and ChatGPT.

UI/UX Design

Wireframing, Prototyping, User Research, UI Graphics, Web UI, Mobile App UI, Responsive UI Design, Design System Library, Illustration & Iconography, Motion Graphics, 3D Graphics, Drawing and Sketching.

Tools & Languages

Sketch, Figma, Adobe XD, InVision, Principle, Zeplin, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Blender, HTML/CSS.

Hobbies

Travelling, Photography, Music & Video Games