

Core Competencies

Interaction Design • Visual Design • End-to-End Product Design • User-Centered Design • Design Systems • AI-Assisted Design • Product Strategy • Rapid Prototyping • Systems Thinking • Cross-Functional Collaboration • Data Visualization

Experience

Lead UX Designer - Wipro Linecraft AI (Pune) July 2026 – Present

Wipro Linecraft AI is an AI-powered B2B SaaS platform that helps 20+ global manufacturers optimize production efficiency through data-driven insights and intelligent automation.

- **Process:** Defined and validated interaction models through user research, rapid prototyping, usability testing, and AI-assisted design workflows, iterating closely with Product and Engineering to deliver intuitive, scalable product experiences.
- **Responsive Multi-Device Design:** Designed responsive layouts across desktop, tablet, and mobile, including large-format andon/shop-floor displays optimized for at-a-distance, glanceable viewing.

UX Designer - Wipro Linecraft AI (Pune) June 2024 – June 2026

- **Rishi – Industrial Agentic AI Platform:** Led the end-to-end interaction design of an AI agent that enabled manufacturing teams to retrieve production insights using natural language, reducing reliance on complex dashboards and manual data interpretation. Increased product adoption from 42% to 95% and reduced onboarding time from 3 weeks to under 30 minutes.
- **Machine Monitoring:** Simplified the end-to-end machine investigation experience by redesigning fragmented investigation workflows across 8 screens into a unified interaction model. Defined information architecture, navigation patterns, and interaction patterns to support faster issue identification and performance analysis.

UX Design Intern - Wipro Linecraft AI (Pune) January 2024 – May 2024

- **Production Overview Module:** Defined the interaction model for production monitoring by integrating monitoring, analysis, and operational configuration into a cohesive experience. Simplified navigation and information hierarchy to support efficient decision-making across multiple levels of production data.

Visiting Faculty - MIT Institute of Design (Course-Based Engagement) August 2025

- Mentored 48 undergraduate design students in solving ambiguous design challenges using 10+ ideation and design thinking frameworks, while providing design critiques, portfolio reviews, and career mentorship.

Teaching Associate - Ahmedabad University January 2022 – June 2022

- Mentored 100+ students across 5 design minor courses and an Intellectual Property Rights (IPR) course conducting studio sessions, guiding project work, and streamlining evaluation processes to enhance the learning experience.

Product Design Internships - (Organisations: Incubis Consultants, Borosil Limited, Tupperware India Pvt. Ltd., Eicher Goodearth Pvt. Ltd., and Jaipur Rugs Foundation) 2018-2021

- Completed multidisciplinary product design internships across diverse industries, including architecture, consumer products, manufacturing, publishing house, craft-based enterprises, and social impact organisations.

Skills

- **UX and Interaction Design:** Interaction Design, User Experience (UX) Design, User-Centered Design, Information Architecture, User Flows, Wireframing, Rapid Prototyping, Visual Design, Design Systems , Accessibility, Conversational UX, Basics of HTML, CSS & JavaScript
- **Research & Strategy:** User Research, Contextual Inquiry, Usability Testing , Journey Mapping, Personas, Design Thinking, Product Strategy , Data-Informed Design, Quantitative & Qualitative Research
- **AI & Innovation:** AI-Assisted Design Workflows, Human-AI Interaction, AI Prototyping, Systems Thinking, End-to-End Product Design

Tools

Figma, Adobe Creative Cloud, Miro, Jira, Trello, Notion, VS Code, Claude, Vercel v0, Google Stitch, Smartlook

Awards and Certification

- Gold Medalist (Rank 1), M.Des (User Experience Design) – MIT Institute of Design, Pune, 2024
- Best Project Award (Meraki Pre-Grad Show) – MIT Institute of Design, Pune, 2023
- Human-Computer Interaction (HCI) Certification – IIT Bombay, 2022

Education

Master of Design (M.Des) – User Experience Design | MIT Institute of Design (MITID), MITADT University, Pune 2022 – 2024

CGPA: 8.7 (First Class with Distinction), Gold Medalist (Rank 1) | Best Project Award (Meraki Pre-Grad Show)

Bachelor of Design (B.Des) – Industrial Design | Institute of Design, Nirma University, Ahmedabad 2017 – 2021

CGPA: 7.85 (First Class with Distinction)