

## Profile Summary

- Overall 5+ years of relevant experience in Product and UI development.
- Worked on products for top companies - Marriot International, Naukri, Timesjobs and Shine using Agile software development methodologies.
- Proven track record of managing all aspects of a successful product throughout its lifecycle.
- Deep understanding of customer experience, identifying and filling product gaps and generate new ideas to grow market share, improve customer experience and drive growth.
- Experience with determining customer needs by calling on customers with sales team, analysing user feedback through various social media channels and data backed A/B testing.
- Experience with producing high-level product requirements, iterate on them with leadership, design, sales and engineering teams.
- Experience in engaging with different stakeholders and coordinate across teams to maintain product and strategy alignment and deliver quick-to-market features.
- Experience with Revenue optimisation through partnerships, promotional strategies and Email campaigns.
- Proficient in UI Technologies like HTML5, CSS3, Javascript, SASS, Photoshop CC, Sketch3 & GIT.
- Solid understanding of Visual design, Prototyping, SEO principles and Accessibility.
- A knack for fine design, and to question WHY of everything.

## Work Experience

- **Associate L2 Experience Technology** Dec 2017 – Present  
**Sapient India – A US based MNC**
  - **Project - Marriott International ([www.marriott.com](http://www.marriott.com)) - World's largest Hotel Chain**
    - Working with cross functional teams, product owners, client and users to develop a world class user experience.
    - Working on Agile software development process delivering a release every two weeks.
    - Participating in design process and providing inputs on the impact to end user.
    - Working on gathering client requirement, creating product delivery timelines and estimating required effort.
    - Creating micro UI for the different parts of the site using latest technologies.
    - Working with pixel perfect designs using Invision and Zeplin.
    - Working on attaining high SEO and accessibility standards.

- **Product Designer**

June 2015 – Dec 2017

- **Round One – Job referral platform, Delhi**

- **Project 1 – Round One** ([www.roundone.in](http://www.roundone.in) / [refer.roundone.in](http://refer.roundone.in))
  - Creating userflows, wireframes, designs and frontend for desktop and mobile websites.
  - Analyzing user behavior and feedback to improve existing design and features.
  - Creating designs and strategies for Social media marketing, Google adwords, Email campaigns, Promotional merchandise and Branding materials.
  - Managing product lifecycles using GIT and JIRA.
- **Project 2 – InterviewPro** ([www.interviewpro.in](http://www.interviewpro.in))
  - Creating product from scratch with userflows, backend architecture, working mechanism, designs and frontend for jobseeker desktop and mobile websites.
  - Creating email marketing collateral for user acquisition.
  - Managing development team for fast prototyping and A/B testing.
  - Worked with **Naukri.com (Info edge group)** for integration of InterviewPro on resume.naukri.com
- **Project 3 – Round One on Shine.com (HT Media group) and Timesjobs.com (Times Group)**
  - Creating userflow and designs for jobseeker website and mobile websites.
  - Collaborating with product, tech and design team of Shine for product integration using APIs.

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- **Lead Graphics Designer**

Jan 2015 – April 2016

- **Josh Talks – Platform for curating empowering stories of Indians across all backgrounds, Gurgaon**

- Creating collateral for Social Media Channels (Facebook, Twitter, Instagram & Youtube)
- Creating marketing emails, Website graphics, Marketing presentations etc.
- Created print materials for all the Josh Events - Passes, Flex Boards, Tags, Agenda, Quotes, Stickers, Backdrops etc.

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- **Freelance Product Designer** ([www.apoorv.in](http://www.apoorv.in))

May 2013 – April 2017

- Worked on 40+ projects with clients from US, London, Dubai and across India on portfolios, corporate websites, Android / iOS applications, marketing campaigns, promotional graphics and branding.

## Internships

- Web/Graphics Designer at Spark Career Mentors, Bangalore | 2014
- UI Developer at Thrill group, Delhi – Acquired by Shaadi.com | 2013

## Education

- B. Tech in Information Technology from Amity University, Noida | 2017
- 12<sup>th</sup> CBSE from Kalka Public School, New Delhi | 2013