ENTERPRISE UX

B2B Product Design
Admin Workflow UX
Analytics Dashboard UX
Account Management UX
ERP & Desktop App UX
End-to-End Product Design
Information Architecture
Interaction Design
Customer Journey Mapping

RESEARCH & STRATEGY

User Research & Synthesis
Usability Testing
Stakeholder Facilitation
Design Thinking Workshops
UX Strategy
Roadmap Influence
OKR-aligned Design
Accessibility (WCAG)
Agile / Scrum

SYSTEMS & AI

Agentic UX Design
AI-assisted Workflows
Design Systems & Tokens
Design Governance
Cross-functional Leadership

TOOLS

Figma + Figma AI
Tokens Studio · Automator
Adobe XD · Illustrator
HTML · CSS · Tailwind CSS
n8n · ChatGPT · Claude

PLATFORMS

Desktop (Web + ERP)
Mobile (iOS · Android)
Native & Hybrid Apps
Tablet · Responsive Web

EDUCATION

HCI Certification
Interaction Design Foundation

Interaction Designer Cert.
LinkedIn Learning

B.Sc. Maths, Chemistry, Physics
Acharya Nagarjuna University

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PROFESSIONAL SUMMARY

Senior UX Designer with 9+ years of continuous experience (company-acknowledged from Jan 2017) delivering end-to-end enterprise UX for complex B2B administrative, analytics, ERP, and workflow-intensive products across Finance, Health, and Automotive verticals. Proven ability to operate autonomously — from ambiguous product strategy through shipped solutions — facilitating stakeholder workshops, shaping requirements ahead of design, and translating research into clear direction that aligns cross-functional teams. Specialises in simplifying data-heavy admin and account management interfaces at scale. Actively defining agentic AI experiences and AI-assisted design workflows. Produces design documents that communicate recommendations, trade-offs, and long-term vision to peers and senior leadership alike. Promoted twice internally; consistent track record of advocacy, simplification, and delivery at growing scope.

EXPERIENCE

Rocket Software India Pvt Ltd *(formerly ASG Technologies · formerly Cloudpact Pvt Ltd)*

Jan 2017 – Present · Hyderabad · Continuous tenure acknowledged by Rocket Software

UX Designer III — Oct 2025 – Present

- Lead **end-to-end UX for enterprise administrative, analytics, reporting, and workflow-intensive products** — scope directly parallel to Amazon Business account configuration and analytics requirements.
- Facilitate **design workshops and stakeholder exercises** to resolve ambiguity in product strategy and requirements — pulling cross-functional teams into structured decision-making ahead of design execution.
- Synthesize user research (interviews, usability testing, behavioural analytics) into **actionable design requirements** and clear narratives that drive solution development and inform product direction.
- Produce **design documents** communicating recommendations, limitations, trade-offs, and product direction to both peers and senior leadership — enabling confident, evidence-backed decisions.
- Recognise and escalate UX risks impacting customer experience; propose **optimal long-term solutions** and articulate consequences of short-term decisions to product and engineering stakeholders.
- Champion UX best practices; mentor through design critiques, feedback sessions, and retrospectives that **influence engineering decisions** to produce better customer outcomes.

UX Designer II — Apr 2022 – Oct 2025

- Designed **AI-driven productivity solutions** focused on intelligent workflow prioritisation, contextual actions, and simplified decision-making — foundational experience in agentic UX paradigms.
- Led **B2B enterprise product UX** across automotive mobility, banking, and productivity domains — reducing cognitive load in complex, data-heavy admin and multi-account management interfaces.

RECOGNITION

UX Workshop Lead · Barcelona 2019

Hackathon Design Direction:
MockMate · AutoHeal · ThinkGears

50+ digital products shipped

- Built **real-time data visualisation** and navigation experiences for connected mobility products, applying analytical clarity principles to analytics dashboard design.
- Partnered with product managers and developers across iterative Agile delivery cycles ensuring **UX consistency, implementation fidelity, and alignment with business goals**.
- Proposed and advocated for **long-term scalable solutions**, identifying and communicating risks of short-term design decisions to product and engineering stakeholders.

UX Experience Designer II *(Acquisition transition designation)* Nov 2021 – Apr 2022

- Designated UX Experience Designer II upon Rocket Software's acquisition of ASG — **formal recognition of design seniority** during organisational transition, effective 25 Nov 2021.
- Maintained design continuity across product portfolio, onboarding to Rocket's design standards while retaining established product and stakeholder relationships.

UX Designer *(ASG Technologies era)* 2019 – Nov 2021

- Developed and deployed a **unified design system across ASG's product portfolio** (2020) — establishing token governance, component standards, and a scalable design language across multiple product lines.
- Designed connected mobility and banking UX — **multi-account views, real-time data, and transactional workflows** — building a strong foundation in complex B2B interface patterns.
- Partnered with developers to maintain cross-product visual and interaction consistency through component-driven delivery.

UI Designer *(Cloudpact Pvt Ltd era)* Jan 2017 – 2019

- Delivered **B2B UX across Finance, Health, and Automotive verticals** — ERP desktop applications, native iOS and Android apps, and hybrid mobile experiences — building cross-platform, domain-diverse design expertise from career outset.
- Identified and advocated for a **non-conventional .exe solution** to significantly reduce end-user cognitive load in a complex workflow; influenced product and engineering stakeholders to adopt the approach — early proof of customer-first advocacy driving unconventional but impactful product decisions.
- Established end-to-end design practices across desktop ERP and native mobile simultaneously, laying the **cross-platform design consistency** foundation that carried through all subsequent roles.

SELECTED PROJECTS

- **MockMate** — AI avatar-based mock interview coach; agentic conversational UX with multi-turn interaction flows and real-time feedback.
- **Emergency disconnect** — A next-generation cybersecurity experience protecting connected vehicles from unauthorized access and digital threats.