

Work Experience

Zynga | June 2021 - Present

Sr. UI/UX Designer, Bangalore

- Designing the internal tool "A Marketing Messaging Tool" alongside my Principal Designer, to streamline marketing operations & communications to players. This tool will replace a third-party solution, resulting in annual savings of \$1 million.
- Designing Zynga's first internal Design System to ensure a consistent user experience across all Central Products. This system accelerates design processes, enhances collaboration between designers and developers, boosts quality by 10x, and reduces inconsistencies by over 60%.
- Designing all internal gaming sites, studio websites, and digital communications, significantly reducing costs by eliminating reliance on third-party vendors.

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 | 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

UI/UX Design

Wireframing, Prototyping, User Research, UI Graphics, Web UI, MobileApp UI, Responsive UI Design, Design System Library, Illustration and 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