

SUMMARY

Product Designer with 5+ years of experience specializing in UX/UI design, human-centered design, and data-driven decision-making. Proven track record of conducting user research, usability testing, and competitive analysis to optimize digital experiences. Skilled in creating wireframes, prototypes, and scalable design systems for SaaS, AI-powered, and e-commerce products. Passionate about transforming complex data into intuitive, visually compelling user interfaces that drive engagement and business success.

[Portfolio](#)

EXPERIENCE

Bridgelegal (Chicago, IL)

Product Designer, July 2023 - Present

Conceptualized and developed AI-powered features for contract, report, and document analysis, improving automation efficiency and boosting legal team productivity by 25%.
Conducted user research and usability testing (moderated & unmoderated), using Google Analytics and Smartlook to refine UX strategies, resulting in a 30% increase in user satisfaction and adoption rates.
Conducted productivity and profitability analysis to pinpoint UX enhancements, streamlining workflows and increasing revenue by 20%
Partnered with engineers, product managers, and stakeholders to design and integrate AI capabilities into the legal CRM platform, reducing manual workload and improving legal decision-making accuracy.
Led moderated usability testing and iterative design refinements, reducing user friction and improving task completion efficiency by 40%.

OjaExpress INC (Chicago, IL)

Lead Product Designer, May 2021- March 2023 Product Designer, Aug 2020- May 2021

Redesigned the information architecture, checkout flow, and navigation structure for an e-commerce B2B platform based on usability studies and analytics insights, resulting in a 20% increase in conversion rates and higher user engagement.
Developed high-fidelity UI mockups with improved visual hierarchy and intuitive layouts, leading to a 30% increase in customer retention.
Created responsive wireframes, mockups, interactive prototypes and set up design systems using Figma streamlining cross-platform design consistency and expediting developer handoff by 40%
Performed UX audits using Google Analytics, Smartlook, and CrazyEggs, identifying user friction points and optimizing site navigation, which improved usability and increased revenue potential by 15%.
Conducted moderated and unmoderated usability studies, along with user interviews, gathering insights from 20+ participants to refine designs and reduce task completion time by 25%.

UpperlevelCRM (New York City, NY)

UI/UX Designer, Nov 2021- Jan 2023

Designed and developed interactive wireframes, high-fidelity prototypes, and UI components using Figma enhancing product consistency and increasing user retention by 20%.
Developed and managed a scalable design system for a SaaS-based CRM platform in Figma, ensuring consistency across products and reducing design redundancies. Conducted workshops and training sessions with cross-functional teams to align UX principles with business objectives, leading to a 25% faster release cycle.
Collaborated with stakeholders and cross-functional teams to conduct UX research, define user personas, and prioritize feature development, aligning business goals with user needs and increasing feature adoption by 15%.

Freelance

UI/UX Designer, Jun 2018 - Present

Work as an independent freelancer, designing and developing user interfaces using participatory and iterative design techniques.
Develop brand logos, business cards, and other branding materials for clients.

Illinois Institute Of Technology (Chicago, IL)

Graduate Teaching Assistant, Aug 2019 - May 2020

Graduate Teaching Assistant at the Illinois Institute of Technology for two core courses ITMM-581(IT Entrepreneurship)& ITMM-582(Business Innovation).
Provided support and assistance to two classes of 50+ students throughout the school day. Evaluate and document student progress.

Illinois Institute Of Design (Chicago, IL)

Volunteer Oct 2018

Volunteered at the Ed Kaplan Family Institute for Innovation and Tech Entrepreneurship
Briefly worked under the assistant academic director of the Illinois Institute of Design and assisted in designing an afterburner fellowship for IIT & IID alumni.

EDUCATION

MS Information and Technology Management with a specialization in Entrepreneurship, Innovation & Design. May 2020

Illinois Institute of Technology GPA 4.0

SKILLS

Design & Prototyping: Figma, Sketch, InVision, Adobe XD, Illustrator, InDesign, Photoshop, Procreate, Adobe Creative Suite,
UI/UX: Mockups, AI, Components,UserBrain, User Stories, Wireframing, Responisve Design, HCI, Visual Design Rapid Prototyping,SmartLook, FullStory, CrazyEggs, Data Visualization,
Project Management: Asana, Zeplin, JIRA, Zenhub, Slack, Microsoft Teams
Soft Skills: Empathy, Problem Solving,Story Telling,Cross-Functional Collaboration, Data-Driven Decision-Making, Agile Workflow

CERTIFICATIONS

Google UX Design Professional Certificate

Google Career

Programming Foundations with JS, HTML,CSS

Duke University, Coursera

Introduction to Web Development

University of California-Davis, Coursera

Visual Elements of User Interface Design & UX Fundamentals.

California Institute of Arts, Coursera