

EXPERIENCE

 **Samsung (SRI-B)**

Senior UX Designer

Mar 2025 – current

Led **UX Design for Gaming Hub OneUI 9** from SRIB UX, through active collaboration with Seoul HQ. The final concept was adopted by HQ UX, [scheduled to ship January 2027](#).

Drove **UX design for AI Select** from SRIB UX, delivering [5 approved concepts](#) for development. Shaped core AI Select interactions through close PM collaboration and user testing to improve clarity, accessibility, and everyday usefulness.

Spearheaded the end-to-end **UX vision for Gaming Experiences on Mobiles**, authoring the initial pitch deck that [secured HQ buy-in](#) and evolved into a 3-month design project.

UX Designer

Jul 2023 – Mar 2025

Led **research & UX solutions for Good Lock's OneUI 7 Redesign**, grounding design direction in pain-point identification, roadmap alignment, and technical feasibility. Delivered concepts to Seoul HQ, with [5 concepts shipped, April 2025](#).

Initiated and led **design explorations for Gallery Stories**, [defining new systems](#) for improved story curation and titling, by utilizing personalization and cross-app intelligence.

 **Google**

UX Research Intern

May – Aug 2022

Strategic Qualitative Research: Conducted end-to-end **research to optimize internal tools** used by Google Cloud Sales Representatives, producing journey maps that streamlined decision-making for [big-ticket clients](#).

Rapid Prototyping & Validation: Partnered with Design, Engineering, and Product in a cross-functional Design Sprint to ideate and validate solutions via usability testing, ensuring high-stakes sales workflows remained intuitive and efficient.

EDUCATION

IIT Bombay

2019 – 2023

Bachelors in Design

AWARDS

AI Patent

SRIB Spot Award

April 2026

March 2026

SRIB Spot Award

All India Rank 4

March 2024

UCEED Exam 2019

SKILLS

Design

Research

AI Tools

Figma, Photoshop, Illustrator, Indesign, After Effects, Premiere Pro, Davinci Resolve

FigJam, Draw.io, Analytics Sites

Claude Code, Lovable, Figma Make