

Product Designer with a background in Data Analytics and Product Strategy, specializing in analytics platforms, dashboards, and decision-support tools. Known for translating complex data and business problems into intuitive product experiences that enable faster, insight-driven decision-making.

Key Projects

Launch Analytics Dashboard

Designed a launch analytics platform to track HCP and DTC campaign performance, structuring KPI frameworks and intuitive data visualisations to help marketing teams quickly identify performance trends and optimise launch strategies.

Project Performance Analysis Dashboard

Developed a project performance dashboard that tracked schedule and cost variances across multiple projects. Implemented domain and phase level data slicing to help leadership quickly identify delays, optimise resource allocation, and improve project outcomes.

Assortment & Planogram Analytics

Built a retail analytics experience enabling teams to analyse SKU performance and shelf placement, simplifying complex assortment data to support better merchandising and assortment planning decisions.

Core Skills

Product Design • UX Strategy • Product Thinking, Interaction Design • Information Architecture • Dashboard Design • Data Visualisation • Wire-framing • Rapid Prototyping • AI-Assisted Design

Research & Discovery • User Research • Stakeholder Interviews • Journey Mapping • Problem Framing • Storyboarding

Tools • Figma • Canva • Miro • Notion

Experience (MathCo)

Product Designer | Dec 2024 - Present

- Designed data-driven dashboards and decision-support tools across CPG, Healthcare, Retail, and Information Management industries.
- Enabled teams to track financial performance, product launches, pricing strategies, assortment optimisation, and business KPIs.
- Built KPI-driven analytics experiences and data visualisation frameworks to simplify complex datasets and support faster business decisions.
- Led UX discovery with stakeholders and analysts to translate data-heavy workflows into intuitive product experiences.

Product Solutioning / UX Strategy | April 2024 - Nov 2024

- Translated client problem statements into product solution concepts, UX frameworks, and interactive Figma prototypes used for enterprise pitches.
- Created solution decks and product demonstrations that helped convert multiple client engagements into active projects.
- Collaborated with business, analytics, and engineering teams to shape product vision, define use cases, and structure MVP solutions.

Data Analyst | Oct 2023 - March 2024

- Performed MAPE analysis and hyper parameter tuning to improve forecasting model accuracy for enterprise client to support data-driven decision-making in forecasting and planning processes.

Intern | Data Analyst | Jan 2023 - May 2023

- Contributed to building a Marketing Mix Model (MMM) for a footwear brand, analysing marketing channel impact on sales and optimising marketing spend allocation.

Education

Google UX Design Professional Certificate — Coursera | 2023

SRM IST | 2019 - 2023

B. Tech Computer Science and Technology