

With 10+ years of experience in conceiving and designing products for both consumer and enterprise markets, coupled with more than five years of guiding and mentoring fellow designers, I bring a wealth of expertise to the table.

Co-founded several startups in the past, one of which was successfully acquired by Bookmyshow(India's largest movies and events entertainment platform).

Apr 2023 - Present
Director - Product Design
Peppercontent
(AI powered Content marketing platform and Creator marketplace)

Led a team of 6 product designers in conceptualising & designing AI features for a content marketing platform, including AI driven SEO automation, website audits with AI-generated recommendations, and content ROI analytics.

Partnered with designers and developers to plan and execute a comprehensive design system.

Collaborated & strategised with founders and team leaders to construct the annual product roadmap.

Apr 2022 - Mar 2023
Associate Director -
Product Design
Peppercontent

Conducted thorough research and optimized the user flow of the 5-step ordering form, leading to an impressive 40% increase in form completion rates and ultimately contributing to a \$10M ARR.

Strategised with the product team in designing and shipping a new content marketing platform with a range of features to assist users in content strategy, creation, and analysis. The platform included AI-powered SEO tools.

Dec 2020 - Mar 2022
Design Manager
Peppercontent

Designed and shipped the AI-powered product in a month, Peppertype.ai, aimed at rapid market entry. The swift implementation led to substantial user engagement, with a daily traffic surge of 100,000 users. G2 acknowledged Peppertype as one of the best-designed AI products.

Redesigned the Peppercontent marketplace dashboard, resulting in a 60% increase in adoption due to its enhanced intuitiveness and efficiency, making it more appealing to users.

Developed a strategic plan for the product team's structure and conducted interviews to hire multiple product managers and designers.

Dec 2018 - Dec 2020
Senior Product Designer
Razorpay
(India's leading payment gateway provider)

Strategised and designed the overall flow for enabling International Payments on the payment Gateway which increased the gateway GMV by 20%.

Built end-to-end flows for various products and projects (2 Factor authentication, Referral program, Reports page revamp, Redesigning Account settings page, International activation, Onboarding for Partner program, Razorpay's Onboarding revamp).

Was responsible for handling the overall Merchant dashboard experience working along with the Product and Tech team.

Feb 2017 - Dec 2018

Design Manager

Bookmyshow

(India's largest movies and events ticketing platform)

Designed movie ratings and reviews flow which helped the company achieve 250% growth in user ratings and reviews, surpassing IMDB review/rating count for indian movies.

Revamped movies and events synopsis pages for consistency, integrated with a CMS, enabling the Bookmyshow team to create pages in just a minute, down from 4 days.

Worked in partnership with PMs in designing and successfully shipping projects such as the company's CMS for events and movies, Jukebox-music streaming service, Events/Movies synopsis page designs.

Jan 2013 - Jan 2017

Co-founder &

Design Lead

Eventifier

(Social Media Content Aggregator,
Acquired by Bookmyshow)

Designed & developed the platform from scratch that helped the company raise \$500k funding.

Worked as a product design head and led a team of 2 designers and 2 FE developers in scaling the product and building new features.

Designed the integration strategy for BookMyShow and Eventifier which led the company to a successful exit.

Represented Eventifier at IMEX2014 exhibition in Frankfurt, Germany.

Achievements

My design work on Peppertype.ai earned recognition from G2 as one of the top-designed AI products.

I was honoured with recognition from the Institute of Product Leadership for serving as an executive jury member and giving a talk on product leadership at the Skillathon 2022.

Orchestrated a successful exit of a business start-up to India's premier ticketing service, BookMyShow. [Yourstory post](#)

How an entrepreneurship spirit can be beneficial while working for a company. [Blog on the start-up journey](#)

Founded Eventifier, serving customers including NASA, the Clinton Foundation, and Pearson Publications. Raised initial funding. [Techcrunch post](#)

Invited as a Design mentor in hackathons organized by The Startup Centre in Bangalore and Chennai, India.

Invited by Startup Demo Day to give a talk on the journey and success of running a business.

Education

Bachelor of Engineering in Computer Science | 2006-2010
Visvesvaraya Technological University, Belgaum

Computer Science, Pre University Studies | 2004-2006
St Aloysius College, Mangalore