

Product-focused designer operating at the intersection of UX design, system thinking, and scalable product architecture. With 4+ years of experience across logistics platforms and enterprise software products, I specialize in designing end-to-end product experiences that combine high-fidelity visual craft with strong design logic.

SKILLS

Product Design UX Design, Interaction Design, User Journeys, Information Architecture, High Fidelity UI Design
Design Systems Atomic Design, Design Tokens, Component Libraries, Scalable UI Systems, Design Documentation
Product Thinking Product Discovery, Problem Framing, User Research, Feature Validation, Product Workflows
AI-Assisted Design Leveraged generative AI for rapid UI iteration, prototyping, asset creation, and accelerated design workflows
Tools Figma, Miro, Notion, Jira, Claude
Technical React, Next.js , API-driven UI Design, System Workflows, Software Development Lifecycle (SDLC)

WORK EXPERIENCE

Product Owner Oct 2024 — Present
ONDL, Visakhapatnam, India

- Contributed to scalable design systems using atomic design principles and reusable component structures, improving UI consistency across product modules.
- Led development of logistics platforms (Kudra, Parivahan, Karta) focusing on scalable fleet and trip lifecycle workflows.
- Designed product flows for trip creation, driver assignment, fuel tracking, and vehicle allocation systems.
- Improved operational efficiency by 20% through workflow redesign.
- Collaborated closely with engineering teams to ensure scalable technical implementation.
- Leveraged generative AI tools to accelerate UI exploration and product design iterations.

Associate UX Designer May 2023 — Oct 2024
Sweya Infotech, Visakhapatnam, India

- Designed user interfaces for enterprise software platforms focusing on workflow optimization.
- Conducted user research and usability testing to improve product experiences.
- Built scalable UI components and contributed to design system documentation.
- Designed interfaces considering loading, empty, error, and partial data states.

SQL Developer Mar 2022 — Apr 2023
Oracle, Hyderabad, India

- Developed data integration modules connecting Oracle PaaS with enterprise systems.
- Built internal reporting tools improving data accessibility for business teams.

PROJECTS

Kudra – Fleet Management Platform 2025 — Present

- Designed end-to-end product workflows for fleet management and trip lifecycle tracking, covering driver assignment, vehicle allocation, and route monitoring.
- Translated operational logistics challenges into scalable product systems, improving real-time fleet visibility and decision-making.
- Reduced manual operational effort by 30% through structured workflow optimization and system-driven process design.
- Collaborated with engineering teams to define data flows, edge cases, and system logic for production-ready implementation.

- ClapIt – Cloud Infrastructure Automation Platform

2023 — 2024
- Designed user interfaces for complex cloud infrastructure workflows, simplifying multi-step automation processes for technical and non-technical users.
 - Built reusable UI components and contributed to scalable design system patterns ensuring consistency across modules.
 - Worked closely with cross-functional teams to align UX decisions with backend logic and system architecture.

- Bluenumber – Data Visualization Dashboard

2023 — 2024
- Designed interactive dashboards enabling faster insight extraction from large datasets through intuitive visual hierarchy and interaction patterns.
 - Applied user research and usability testing to improve data accessibility and reduce cognitive load for end users.
 - Delivered scalable dashboard patterns supporting diverse data states and analytical workflows.

- Hindustan Shipyard Limited – Website Revamp

2024
- Led end-to-end UX redesign, improving navigation, information architecture, and overall usability for enterprise users.
 - Conducted user research to identify pain points and restructured content hierarchy for better accessibility.
 - Delivered high-fidelity UI designs aligned with organizational goals and user needs.

EDUCATION

B.Tech in Mechanical Engineering, Vellore Institute of Technology, Vellore	2017 – 2021
Intermediate (MPC), Tirumala Junior College	2015 – 2017
Secondary School (10th), Narayana e-Techno School	2015