

Product Designer with 4+ years of design experience, including 2+ years designing enterprise SaaS products at GeolQ, a Lenskart company. On RetailIQ, used by 200+ retail brands, I design decision-support experiences where data, predictive models and AI-generated insights help teams choose where to open stores. Trained in architecture and studying psychology, I focus on making complex data, workflows and business rules understandable, so people know where they are, what they can do and what happens next.

EXPERIENCE

Product Designer · GeolQ, a Lenskart company · Bengaluru

Dec 2023 – Present

Designed across 20+ initiatives that help retail teams discover, evaluate, compare and decide on sites.

Decision support

- Led the Site Report redesign**, restructuring 50+ KPIs and model outputs into a signal-first decision experience with AI-generated highlights and six layers, shaped by client, Sales and Product feedback.
Product scale: 17K+ reports · 114K+ locations evaluated
- Designed the Commercial Rental Benchmark** tool and its public SEO/GEO pages, translating a predictive model’s rent benchmark into confidence levels, market position and nearby listings, with a five-level rental tier on the free pages.
- Owned Compare Site Reports end to end**, from discovery to production in about a month: a differences-first comparison extended from two to five locations, with Excel export.
First month: 17 comparisons · 45 locations · 17/17 exported
- RetailIQ revamp · Ongoing.** Leading the design of progressive onboarding: users start with brand and category and add context when it becomes relevant, replacing an eight-step upfront flow; also exploring Discover Markets, model-driven market recommendations.

Discovery, mapping & acquisition

- Redesigned the public Places pages** in about a week, turning raw location data into infographics, graphs and annotations; also designed Demand Maps. 178K impressions · 112K locations searched in 3 months after launch
- Led the GeolQ website redesign in Framer** with a CMS that lets marketing publish without engineering.

Enterprise platform

- Designed contextual comments and collaboration** connecting internal teams and external agents, plus permission-based report sharing. 300+ monthly active users · 2K+ conversations
- Enterprise administration:** designed multi-brand organisations, user management, authentication and configuration.
- Operational workflows:** designed location and property management for enterprise clients.
- Extended the RetailIQ design system** with reusable components and patterns for new workflows, keeping reporting, mapping and admin consistent.

Mobile

- Designed mobile-first maps and field reports** for on-ground BD teams, and leading the design of the **ProplQ app revamp · Ongoing** for brokers and property partners.

How I work

- Work with product, engineering, data science, sales and QA, balancing user needs, business goals and constraints. Use AI-assisted prototyping to test interactions before engineering builds them.

EARLIER

Graphic Designer · Flow Realty · Bengaluru

Apr 2022 – Apr 2023

Campaign systems, motion graphics and performance creatives for real-estate lead generation.

Freelance Brand & UX Designer · Pod World, Artharidhi, Agro BOOK

2020 – 2023

Brand identities, investor pitch decks and early UX flows for startups in fundraising, wealth management and agriculture.

EDUCATION

MA, Psychology · IGNOU · 2025 – Present

Bachelor of Building Design & Sciences (Architecture)
· School of Planning and Architecture, New Delhi · 2015 – 2021

Interaction Design Foundation · UX Designer track

SKILLS

Product	Decision support, complex workflows, information architecture, problem framing
Design	Interaction design, data visualisation, design systems
Research	Stakeholder interviews, prototype testing
Tools	Figma, Framer, Claude, ChatGPT, Cursor
Languages	English, Telugu, Hindi, Tamil, Kannada