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Professional Profile: Product Designer and Product Strategist specializing in SaaS platforms, with strong expertise in UX/UI design, product vision setting, and agile project management. Skilled in creating user-centric digital experiences while aligning design, business goals, and market needs. Experienced Scrum Master, facilitating cross-functional collaboration and sprint delivery using agile methodologies. Proficient in content strategy, ensuring cohesive product narratives across platforms. Adept at user research, prototyping, usability testing, and delivering actionable insights to drive product and business growth.

Key Competencies: Product Vision & Roadmapping, Product Strategy, Market Research, Competitive Analysis, Product Lifecycle Management, Feature Prioritization, Go-to-Market Strategy, Business Alignment, Agile Methodology, Scrum Ceremonies, Sprint Planning, Jira, Trello, Confluence, User Personas, User Journey Mapping, Usability Testing, A/B Testing, Surveys & Interviews, User Interface Design, User Experience Design, Interaction Design, Wireframing, Prototyping, Visual Design, Responsive Web Design, Information Architecture, Accessibility Design (WCAG), Data-Driven Decision Making, User Flows, Figma, Adobe XD, InVision, Sketch, Adobe Illustrator, Adobe Photoshop, Balsamiq, Marvel, Content Strategy, Communication, Collaboration, Project Management, Leadership, Critical Thinking, Problem-solving.

Education

MSc (Masters of Science) in Interactive Digital Media (School of Computer Science & Stats) at Trinity College Dublin, 2022-2023.

BTech (Bachelor of Technology) in Computer Science at National Institute of Technology Karnataka, 2013-2017.

Relevant Projects

Ethy (2025 – Current) Product Strategy, UX/UI Design

At Ethy, I led the product strategy and UX design for EthySense, a real-time energy management system for consultants, and EthyCore, an acquired eco-labeling tool. I developed the strategy to integrate both platforms, ensuring seamless monitoring of energy usage before eco-label assignment. I designed intuitive dashboards for energy tracking, carbon emission reduction goals, and consumption trend analysis, aligning both products under a unified ecosystem to enhance usability and operational flow.

ReveniQ (2024): Product Designer, Strategist, and Content Lead: Shaped the product vision and executed UX/UI design for ReveniQ's data analytics platform. Managed backlog, led feature

definition, and performed UX testing. Built the product's content strategy to align user education with business goals.

Dharma International (2024): As the UI Lead at Dharma International, I was responsible for designing and implementing the entire user interface on WordPress, ensuring that the site's aesthetics, functionality, and content effectively represented the brand.

Career History

Feb 2025 – Present – Product Designer & Strategist – Ethy

- Leading design and UX strategy for EthySense, the energy management platform.
- Defining product strategies and roadmaps for EthyCore, focusing on energy data flow and processing.
- Collaborating with development teams to translate vision into actionable features and sprint plans.
- Acting as Scrum Master, managing sprint planning, daily standups, backlog grooming, and retrospectives.

Feb 2025 – Present – Product Designer & Strategist – Ethy

- Leading design and UX strategy for EthySense, the energy management platform.
- Defined the product vision and roadmap for a SaaS data analytics tool.
- Managed agile development workflows and served as Scrum Master.
- Led UX/UI design initiatives and executed iterative testing for user-driven improvements.
- Built and implemented a full content strategy to enhance product adoption and engagement.

June 2019 - Aug 2022 – Content Marketing Lead – Headout

- Developed and managed content strategy for a global e-commerce platform.
- Led a team of 5 content creators, aligning content production with business goals.
- Improved user engagement and site performance through SEO-driven strategies and UX content enhancements.

Additional Experience

Oct 2023 - Jan 2025 – Ireland Point of Contact – Justice Initiative

- The Justice Initiative is an NGO that promotes justice for victims of child abuse
- Responsibilities include generating awareness of their current petition by organizing exhibitions in Ireland

Jan 2019 - June 2019 – Website Specialist – UNICEF Eritrea

- Wireframing the website and coming up with a strategy for content
- Worked with Content Management Systems like Drupal