

EXPERIENCE

Senior Product Designer, Meta Platforms Inc

July 2020 - Present | Menlo park, CA

Small Business Ads (Dec 2021 - Present)

As part of the Monetization Org at Meta, I work on a lightweight advertising tool for small businesses. Most recently, I led the development of an ads platform that allows Meta apps to enable ad tools within their own surfaces. In 2023, I embedded myself within the Messenger team to bring native ad tools to Messenger, leveraging our core platform solution. Currently, I am building the ads tool from the ground up in the WhatsApp iOS business app.

Facebook Growth (July 2020 - Nov 2021)

As part of Facebook's Growth Org, I worked on scaling Locked Profile, a privacy solution for women in emerging markets like India, Myanmar, Bangladesh, and Ethiopia. I led projects to promote the adoption and user comprehension of the privacy tool, with the goal of boosting engagement on Facebook.

Product Designer, Box

June 2018 - June 2020 | Redwood City, CA

I spearheaded the design for user management, enterprise settings, and legal tools within the Box Admin experience. I led the redesign of Box user management by adopting user research and data-driven design to improve usability and enable admins to efficiently configure user settings and permissions.

UI/UX Designer, Green Chef (Hello Fresh)

June 2016 - June 2018 | Sunnyvale, CA

Led product design for Green Chef- a meal kit delivery service, owning the desktop and mobile web experience. As part of customer growth team, I redesigned the sign-up flow, order management feature to facilitate flexible and easy ordering. More than 80% of time spent on Green Chef is on this page making this the most significant redesign since inception.

EDUCATION

Master of Design, Information and Interface design

June 2013 - May 2015 | National Institute of Design, Bengaluru, India

Bachelor in Information Technology

July 2006 - July 2010 | Sikkim Manipal University, Sikkim, India

SKILLS

Core

Design Strategy
System thinking
User centered design
Collaboration
Design at scale
Prototyping
UI/UX design

Design

Figma
Photoshop

Prototype

Figma
ProtoPie