

★ PROFILE

EDUCATION

B.Des, Communication Design
Symbiosis Institute of Design,
Pune

★ EXPERIENCE

Design and product leader with **13+ years** across consumer products and enterprise software. Joined Plivo as its first in-house designer and built a design function spanning product and marketing. Partnered with the CEO on AI product strategy and now also lead brand strategy and positioning. Happiest turning complex technical products into something people understand and want to use.

Plivo Bangalore July 2018 - Present
Director, Design & Brand Strategy September 2025 - Present

- Lead **brand strategy and positioning** for Plivo’s expansion into voice AI, defining the product’s narrative for customers and partners. Built a hybrid team of **three people and four AI agents** covering positioning, content, events, partnerships and research.
- Drive Plivo’s **voice AI product direction** by translating market insights into feature priorities and shaping final designs through launch.
- Built Plivo’s partnership programme end to end, securing **11 live partnerships in four months** offering product credits and contributing to a **30% increase** in the sign-up pipeline.
- Generated approximately **\$250K in potential annual contract value** within a single quarter through curated paid-entry events. Built Plivo’s India Voice AI presence **from zero in under four months**, owning branding, messaging, event experience, evaluation and budget.

Associate Director, Design August 2020 - September 2025

- Led design strategy for consolidating **four communication products** into a shared platform, partnering with the CEO on AI product direction and aligning product and engineering teams around delivery.
- Reduced AI workflow building and testing from roughly **one week to under one hour** through Vibe Agent, helping customers and FDEs prepare agents for enterprise trials faster.
- Shipped **three AI-powered** communication channels during early AI adoption, establishing the technical and experience patterns the product continues to build on.
- Built and managed a design **team of up to 10** across product and marketing design. Developed early-career designers into mid-level roles and supported mid-level designers in advancing to senior positions.

Senior Product Designer July 2018 - August 2020

- Redesigned Plivo’s developer console as its **first in-house designer**, creating a reusable design system across **five product areas**. Within three months, **70% of customers** had switched to the new view and stayed.

BrowserStack Mumbai July 2016 - June 2018

Product Designer 2016 - 2018

- Led design for BrowserStack’s **2017 Enterprise edition**, introducing single sign-on, account controls and usage reporting. The launch added **\$3.6M in ARR** within **six months** through new accounts and expansion.
- Designed the product and communication experience for migrating **22,000 seats** into governed enterprise accounts across three pricing versions, with approximately **0.01%** of **16,900 customers** reporting a lack of clarity.

TrulyMadly Matchmakers Delhi Sept 2015 - July 2016

Senior UI/UX Designer

- **Sole designer:** restructured design-to-QA processes, ran user research, shipped monetization features and product facelift across Android and iOS.

22 Feet Tribal Worldwide Bangalore Oct 2013 - Sept 2015

Web and Visual Designer

- Delivered responsive web, social, game design, and photography direction for Titan, Kingfisher, Mahindra e2o, and other brands.

★ CAPABILITIES

The things I’ve done repeatedly, at increasing scale.

- Product Design Leadership
- Product & Design Strategy
- 0-to-1 Product Development
- Enterprise & Developer Products
- AI Products & Workflows
- Design Systems & Platform Design
- Customer Research & Product Decisions
- Building & Growing Design Teams
- Brand Strategy & Positioning