

what I do well

User Journeys mapping
Wireframing & Visual UI Design
Design systems
Defining requirements
Feature pipelining
Usability research
Customer concept validation
Agile sprint management
Frugal design
Pitching & Storytelling
Business Strategy
Lawn Tennis & Ping Pong

what i'm learning

Product analytics
Design management
Product management
Drone photography
Spanish, Mandarin

other cool stuff

Wikipedia Contributor,
1700 edits, 135 articles created

TEDx Speaker x2,
2016

Founder,
2 startups, aged 14, 16

TIME Person of the Year,
2006 Shared with 7 billion others

education

Interaction Design, B.S. with honors
ArtCenter College of Design,
Pasadena, CA, Dec 2019

Productiv

Product Designer + Backfill Product Manager
Series-C, B2B SaaS, Feb 2020 onwards

- ★ Delivered Product and Design value at speed in just a 2 person team to fuel 8x customer + 5.3x revenue growth within 18 months
- ★ Shipped multiple new marquee features & improved low performing ones to help grow product base price by ~55%
- ★ Designed for a new entry-level pricing tier: +29% new ARR in 10 months. Designed new add-on: +34% upsell during just beta
- ★ Created a design system and guidelines to enable non-designers to rapidly self-design for experimental features to allow myself to prioritize roadmap projects
- Mentoring and onboarded 2 Product Managers. Backfilling as PM for the other 2 feature teams. Designer for all 4 teams.
- Designed across 2 products, 3 pricing tiers, 5 personas, 4 customer segments, and different feature stages(Alpha, Beta, GA)
- Owned quarterly design planning & pipeline while balancing customer commitments, roadmap, surprises and org OKRs to help maintain org-wide zero customer-churn

Ernst & Young

[Intern] Product Design & Consulting Intern, 3mo '19

- Supported multiple teams to deliver innovative hardware, software and service solutions & concepts to global clients
- Worked with Sales leaders to infuse design strategy into consultancy pitches and landed 2 previously lost national clients
- Managed 2 other interns to accelerate backlogged deliverables to turn a client sentiment churn-risk to green

City of Santa Monica

[Fellow] Social Impact & Design Fellow, 3mo '18

- Crafted democratic citizen-government co-design frameworks and facilitated participatory-design workshop with citizens and constituents
- Synthesized themes and project ideas were used to target anomalous Wellbeing indicators in Pico, Santa Monica through programs, projects, grants and policy improvements

casual startups Continued on page 2...

casual startups

Grading the education of a country

ClassFever, Founder, 2015 - 2017

- A platform to rank educational institutions based on a proprietary, dynamically-learning multi-factor mathematical model (250mn+ calculations/cycle)
- Became #2 among 5 prior competitors within one year. 3k institutions on-boarded
- Shared my experiences in a controversial TEDx talk. 230k views

Democratizing access to design

"Principal Founder", Studio Shoonya

- Goal to supercharge 10 eligible Indian-origin and India-focused ventures with Pro-Bono Design, Product and Strategy services
- 4x eCommerce revenue for an Indian traditional natural products startup through pricing interventions & a strategic rebranding

Fostering and Enabling a country's entrepreneurs

Ukhadlo, Founder, 2013 - 2015

- An online networking platform dedicated to VCs, Entrepreneurs, Ideators, Accelerators to find your next venture-buddy
- 5k users signed up and sweeping national media recognition within 9 months. Got beaten by AngelList

past collaborations

Team contracts during/through college. 3mo each, ~2018

WAYMO

How might we unify the WAYMO driver across all form factors from sidewalk delivery machines to class 8 trucks ?

- ★ IP may or may not be driving around on the streets of SF

MIT Woods Hole Oceanography Institute

What new multi-dimensional visualization tools and frameworks do oceanographers need to study complex ocean currents ?

DiDi Chuxing

How can autonomous ridesharing in 2030 ease China's growing medical transport problems ?

- ★ Work showcased at 10th China Car Design Awards by DiDi

akshay agrawal

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