

PRODUCT & VISUAL DESIGNER

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ABOUT

Product and visual designer with an MSc in Human Technology Interaction from Eindhoven University of Technology (TU/e), Netherlands. I work across product design, visual design and frontend, taking ideas from early concepts to working products. I’ve also worked with 25+ clients as an Upwork Top Rated Plus freelancer.

EXPERIENCE

SKCPL Group

Feb 2026 - Present  
Previously Jan - Aug 2022  
Remote

Product & Visual Designer

Designed and shipped SiteRelay, an internal operations platform for project and site management, taking it from Figma to production through AI-assisted development. The platform is now used daily by 90+ staff members.

During an earlier engagement, developed SKCPL Group’s brand identity and launched its company website. Extended the visual system across brochures, business cards, and digital collateral.

Self-Employed

Jan 2021 - Present  
Remote

Freelance Product & Visual Designer

Worked with 25+ B2B and SaaS clients across product UI, websites, brand and marketing design, earning Top Rated Plus status on Upwork through repeat long-term engagements.

OCT 2022 - JAN 2024 ; NOV 2025 - JUN 2026

**Time Doctor** - Workforce-analytics SaaS  
Partnered with Time Doctor across multiple engagements on marketing web experiences, interactive data widgets, e-books, sales decks and multi-channel campaign assets.

MAR 2023 - JUL 2023 ; MAR 2024 - OCT 2024

**Regulation Asia** - B2B financial-regulation publisher  
Supported recurring engagements spanning website refreshes, pitch and event decks, large-format print, and editorial graphics.

**Selected clients:** Antler Australia, Bold700, Instinctive Insights, WTF Media, Think Media Labs, and the Pan-African Institute of Municipal Development.

PROJECTS



Vedynq

Feb 2026 - Present

School Administration Platform

Founder & Product Designer

Designed the end-to-end product, including its workflows, design system, and complete interface in Figma, then shipped the production application using Claude Code. Initially built for Kadam Public School, Vedynq now supports admissions, attendance, and fee management across three schools serving 2000+ students.

Case study →

FutureBreath

Sept 2025 - Feb 2026

Stress-Management Research Product (MSc thesis)

Product Designer & Researcher

Designed and built a seven-day digital intervention using future-self avatars and personalised messaging, then evaluated it in a randomised study with 48 participants. Goal-tailored messaging increased completion from 35% to 76% and was associated with 42% higher session frequency.

Case study →

EDUCATION

Eindhoven University  
of Technology (TU/e)

Feb 2024 - Mar 2026  
Netherlands

MSc Human-Technology Interaction (Human-Centered AI)

**Thesis: FutureBreath - graded 8.5/10**, supervisors proposed developing the research into a publication.

**Selected Coursework:** human–AI interaction, psychology, UX design, data science, creativity & aesthetics of data and AI, and challenge-based design projects.

Manipal University  
Jaipur

Jul 2018 - Apr 2022  
India

B.Tech, Automotive Engineering

Graduated in the top 5% of the cohort with an **8.6 CGPA**.

SKILLS

**Capabilities:** Product Design, UX/UI Design, Visual & Brand Design, Design Systems, Prototyping, AI-Assisted Product Development

**Tools:** Figma, Photoshop, Illustrator, HTML, CSS, Javascript, React, Tailwind, Claude Code