

Product design leader with 16+ years of experience driving user-centered innovation for B2B and B2C products. Proven success scaling design teams, launching zero-to-one products and delivering measurable business growth.

EXPERIENCE

Senior Product Design Manager, Docker

2023 - Present

- Leading end-to-end design for Docker Desktop - one of the world's most loved developer tools
- Delivered successful design for three major, zero-to-one tools, driving usage insights, secure software development and integration with AI models
- Drove design for a successful AI assistant, with over 20k WAU, and created the vision for leveraging AI to make workflows more efficient
- Designed and implemented Product-led growth patterns, resulting in a 30% increase in new product usage and a 25% boost in sign-ins.
- Championed process improvements that promoted team collaboration, consistency in design, meaningful contributions to the design system, and unified decision-making

UX Manager, CrowdStrike

2021 - 2023

- Defined and led the design vision for the Cloud Security product, transforming it into a more efficient, persona-driven experience—contributing significantly to its rise as a market leader within three years.
- Built and scaled a high-performing design team from the ground up—growing to six product designers, a UX researcher, and a UX writer.
- Collaborated with design leaders across the company to shape platform-level features, including the company's first graph visualization of cloud assets.
- Delivered design for the company's first cloud compliance product from the ground up, driving strong adoption in a successful zero-to-one launch
- Shifted UI design ownership from engineering leads to the UX team. Evolved our process to be rooted in the understanding of personas, Jobs-to-be-done and user journey.

EDUCATION

Masters - General Management

Harvard University

2017

Masters - HCI

Indiana University

2007

Bachelors - Computer Science

Mumbai University

2004

AWARDS

Patent

Method and system for managing, accessing and analyzing data from multiple cross-functional sources

2020

Act Now

Highest award for performance at RSA

2012

SKILLS

Design Leadership

Design strategy and vision

Executive communication

Organizational design

Design process

People management

UX design and prototyping

User research

UX Manager, Ivanti (through acquisition of MobileIron)

2018 - 2021

- Managed a team of six designers on the industry leading Mobile Device Management (MDM) product helps IT teams remotely manage, configure and secure all mobile devices and laptops.
- Led design of the company's first passwordless authentication product for cloud apps, earning strong user feedback and \$10M in ARR in the first year
- Managed complex design efforts across web, mobile, and desktop platforms to ensure a consistent and cohesive user experience.
- Led the end-to-end design of a new onboarding flow—from vision presentation to product leadership to execution.

Principal UX designer, RSA

2014 - 2018

- Led end-to-end design for the RSA SecurID product line (web and mobile), used by over 40,000 enterprise customers worldwide—ensuring secure, scalable, and user-friendly experiences.
- Drove the 1.0 design of the new SaaS SecurID Access product, successfully integrating two acquired products into a cohesive user experience.
- Spearheaded the creation and rollout of a modernized design system built on Bootstrap—enhancing UI consistency, accelerating design velocity
- Collaborated with Product and Engineering on processes to integrate UX design process into agile development

Senior UX designer, RSA

2009 - 2014

- Lead designer for the RSA Authentication Manager, RSA's flagship product used by 90% of Fortune 500 companies
- Delivered design for complex features like certificate management and access policies, and led a complete redesign of the navigation.

UX designer, RSA

2008 - 2009

- Designed the experience for web and mobile apps. Conducted user research and usability testing.

Writing (@Medium)

"Design Managers, it's time to get back to designing"

"How to build deeper understanding of customers"

"Can smartwatches offer enriched shared experiences"

TOOLS

Figma

Sketch

V0

ChatGPT

Claude

Miro