

about

Creative technologist who enjoys crafting complex, scalable systems ranging from small toys 🧸 to big machines 🏭, and the occasional tiny digital snack 🍪.

Is interested in IC roles that involve solving for technically complex situations, collaborating with a skilled team of poets and builders.

edu

Bachelor of Design
IDC IIT Bombay, 2019

Digital Creation (Exchange) ◇
Kyoto-Seika University, 2018

Schooling in Chennai

other

Consultant
Ethereal Covenant, 2023

Installation – Contributing Artist
Wretched Light Industries 🌃, 2021

Installation – Graduation Project 🎨
at your service ✂️, 2019

Installation – Semester Project
altar to media-sama, 2019

Internship
HDFC Life, 2018

linkedin ◇

website under construction ✂️ ◇

last updated August 2025

flo labs

(3+ years)

***sortment**

Warehouse-native automation platform for lifecycle marketers

Since Oct 2023 – Current focus

- **Scaled product and design from 0 to 1** — navigating computational constraints when querying data warehouses for near real-time marketing automation use cases, innovating novel LLM-assisted workflows, and driving toward PMF.
- **Brought technical fluency and a strong design voice** to guide engineering decisions and co-create new approaches that shaped product direction.
- **Architected experience infrastructure to boost LLM accuracy**, including context gathering, a user-manageable AI-accessible knowledge base, entity referencing, and explicit skill casting.
- **Mentored and guided designers**, from interns to mid-level, to break down complex problems, ask better questions in kickoffs, and design for scale.
- **Workshopped with lifecycle marketing leaders** acting as advisors and future users/evangelists to spot signals and uncover opportunities as they seek a way out of legacy systems.
- **Pushed frontend code changes** to run quick layout experiments, fine-tune interactions, and maintain component hygiene — using Cursor as my excuse. ◇

shopflo

SaaS Solutions for growth and marketing teams in 700+ D2C brands wanting the slickest checkout experience for ~75Mn shoppers

Since April 2022

- **Owned and scaled a young family of conversion-optimisation products to maturity**, prioritising chameleon-like adaptability and compressing complexity at scale.
- **Championed diverse shopper needs**, making sure real-world buying patterns were respected while aligning with merchant priorities.
- **Designed self-serve interfaces** for complex discount rule creation, shipping logic, abandoned checkout recovery (🙏), personalised offer orchestration, a rewards program that doesn't require doing math — reducing onboarding time from ~17 days to 3.
- **Weaved modular interface systems** that let the product's look, feel, and positioning flex to different brand identities and conversion strategies — making an identity crisis seem effortless.

brillio

(3 years)

(b) the design studio

Purpose-built digital experiences that transform operations for large and medium enterprises

July 2019 – June 2022

- **Designed solutions in various domains** including health care, foster care, OSHC, business orchestration interfaces, credit reconciliation, and a loyalty program that works globally across languages and bank branding.
- **Won over client leadership** with pitches grounded in deep understanding to drive collaboration, and workshops that translated shared vision into customer success.
- **Clients include** Aruba, AWS, Camp Australia, Centene, Mastercard, Reece, and Twitch.