

01 PROFILE

Joined Chargebee as designer #2 and grew with the product through a 10× ARR journey (\$10M to \$100M+). Designed core experiences (checkout, customer portal, product catalog, subscriptions) still in active use 8 years later by hundreds of merchants and thousands of end-customers daily.

Hands-on designer who scales. Use AI-assisted workflows (Claude, Lovable, ChatGPT) for research and early exploration.

Mentored early-career designers on product judgment, customer empathy, and contributing as equal partners in product conversations.

02 EXPERIENCE

chargebee subscription billing for SaaS & e-commerce 2017 – present

IC Staff Product Designer 2025 – present

- Designed a no-code visual rule builder for the CPQ Selling Rules Engine – IF-THEN condition-action pattern letting sales and ops teams compose pricing, validation, and approval logic without engineering. 50% closed-beta adoption · 30% fewer approvals
- Grounded the design through research with customer success and sales ops users; shaped rule-builder vocabulary and progressive disclosure of conditional states

LD Lead Product Designer / Design Manager 2020 – 2025

- Led design of the multi-entity platform – entity list/grid switcher with hierarchical settings IA where child entities inherit from parents; designed settings, billing, and permissions surfaces. 131 merchants live / 18 months · 18 of top 100 accounts
- Led team design of the Approvals & Governance framework – 3 workflows (admin setup, requestor, approver) validated with 10 customers. Deals cycle time: days → hours
- Led the customer onboarding-to-go-live journey – mapped pain points across customer admins and implementation team; designed surfaces that improved handoff visibility for both sides
- Shaped design across 6+ product areas while building and mentoring a team of 4-5 – 2 direct reports promoted, strong retention across 5 years

IC Product Designer 2017 – 2020

- Designed the customer-facing checkout and customer portal – early versions still used by hundreds of merchants and thousands of end-customers daily, 8 years on
- Redesigned checkout and portal configuration surfaces for merchants – still in production 8+ years later; revamped the Product Catalog for enterprise-ready pricing and packaging complexity

zarget acquired by Freshworks · Sr. UX/UI Designer · A/B testing & CRO 2016 – 2017

- Led design of A/B testing and conversion optimization experiences; redesigned zarget.com to improve trial acquisition through continuous experimentation

independent Freelance · Product & UX Design 2013 – 2016

- Partnered with early-stage founders to design 0-1 products end-to-end across web and mobile, shaping MVP scope, user flows, and core product experiences in ambiguous environments

zoho Visual Designer 2008 – 2013

- Designed product interfaces and marketing assets across Zoho’s multi-product suite, ensuring consistent visual language across digital and print experiences

03 EDUCATION

united business institute Master's, Advertising & Media Management

madras christian college Bachelor's, Visual Communication