



SUMMARY

Design leader with 19 years across consumer and business products, who builds high-velocity design teams and stays hands-on in the work. Most recently led UX for Google Workspace's commerce, onboarding, Admin Console and migration experiences — how businesses buy, set up and move to Workspace — including new agentic, AI-powered admin experiences. Before that, ran Coinbase's India design site and helped grow international from 12% to 33% of revenue across 130 markets, and built a 40-person design and research team at upGrad.



SELECTED IMPACT

Coinbase Executive Star & High Impact Award

Scaled international revenue share from 12% to 33% across 130 countries.

Google Workspace Top OKR Deliverer

Google Workspace Top OKR Deliverer: 100%+ of goals for 6 quarters.

Star of upGrad (Top 1% Global Performer)

Led the overall design and research team. Revenue grew 140% year on year.

Coinbase Highest engagement score

Team earned the highest employee engagement score at 84% favourable.

EXPERIENCE

Google Workspace : Head of Design for Commerce and Admin Experience

BANGALORE | JUL 2024 - SEP 2026

Responsible for the global charter for Google Workspace Onboarding, Commerce and Agentic Admin experiences. Achieved above 100%+ OKR delivery across all core monetization pillars of seat growth, churn and cancellation and migration. Led zero-to-one design of AI-powered agent experiences for Workspace admins, bringing new AI capabilities to them while keeping them enterprise-ready.

Coinbase: Sr. Manager International and Onboarding [Site lead India]

REMOTE | OCT 2021 - MAY 2023

Responsible for user activation, fiat-to-crypto onboarding, and international consumer product experience in direct partnership with Senior Directors of Engineering and Product. Designed and localised a compliant retail experience, local payment options and onboarding flows for expansion into 130 markets, as international revenue grew from 12% to 33%. Ran the India design site; the team posted the highest employee engagement score across Coinbase (84% favourable). Received the Coinbase Executive Star and High Impact Award.

EXPERIENCE

upGrad: Director of Design and Research

MUMBAI | FEB 2020 - JUN 2021

Hired, mentored, and managed a multidisciplinary organization for Asia's largest higher-ed technology platform. Co-led product roadmap with President of Product, delivering over 140% YoY ARR growth across the complete learner lifecycle. Honored with the prestigious Star of upGrad award, reserved for top 1% company performance. Redesigned career transition tools, interactive class modules, and AI-assisted content recommendation interfaces.

HDFC Life: AVP Design

MUMBAI | JAN 2019 - JUN 2019

Pioneered core design systems from foundational principles to component libraries, accelerating shipping speed by 50%. Led end-to-end design research for the National Pension System (NPS) at a regulated insurer.

ENTREPRENEURIAL & FOUNDATIONAL LEADERSHIP

Tinyowl

2015-16

HEAD OF DESIGN

Built the design team from scratch for an early food-delivery app in India. Recognized as a leading consumer experience in South Asia.

Pluck

2010-18

CO-FOUNDER & DESIGN LEAD

Co-founded a design studio. Led strategy and product design for Fortune 500 companies and start-ups.

DY Works

2008-10

SR. BRAND STRATEGIST

Led Brand and visual identity systems for FMCG leaders Godrej, Marico, & Dabur.

EDUCATION

Mumbai University: Bcom with Economics

MUMBAI | MAR 2001 - 2006

TOOLS & SKILLS

- Figma
- Jetski [Google Antigravity]
- Claude
- Google AI labs
- Framer
- Design systems at scale
- Site Leadership.
- Design operations.
- Career and UX review frameworks

LANGUAGES

English. Hindi. Gujarati. Marathi. Arabic. Urdu.