



SUMMARY

Product Design and Tech Lead with 5+ years of experience in FinTech, Startups, and Crypto seeking a position as a Product Owner (Crypto UX)

Deep passion for defining the future of Crypto UX and its adoption

 www.GCreator.co

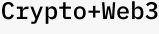
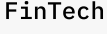
EDUCATION

Bachelor of Fine Arts
Rutgers University 2011

Cum Laude
• Graphic Design + ITI

SKILLS

- UI / UX / Product Design
- Modern Web Front-End Frameworks & Development
- Data-Driven UX Designs
- Stakeholder Management
- Product Management
- Product Development
- Strong Communication Skills
- Financial Experience in Tech
- User-centric Development
- Web3, Crypto, DAOs

-  Figma
-  Crypto+Web3
-  FinTech
-  UI/UX
-  Adobe Suite
-  NextJS

WORK EXPERIENCE

 **Bijli**

Product Owner

Jan 2024 - Present

- Crypto SuperApp designed for consumers to have easier access ethnic grocery
- Led the development of a next-gen e-commerce platform incorporating Crypto and Web3 principles to create a seamless user experience (UX), managing cross-functional systems and driving product strategy from ideation through to execution.
 - Explored global blockchain hubs to stay at the forefront of crypto innovation, actively researching how DAOs and digital assets are shaping the Web3 future, with a focus on both e-commerce and fintech applications.

 **Sequoia Capital**

Senior Product Designer

Jan 2021 - Dec 2023

- Top 5 VC company with \$85bn in assets, investing in D2C, Fintech, Crypto & Web3
- Collaborated with data science teams to design and implement front-end features, creating analytics dashboards and UX/UI components for D2C, SaaS, Crypto, AI, and Web3 to help analysts identify new investment opportunities.
 - Conducted user testing and prototyping for a data science-driven community platform (SURGE), integrating backend technologies and leveraging large language models (LLM) to optimize user interaction.

 **TATA Digital** , Remote

Lead UI

Sep 2020 - Feb 2021

- India's dominant Super-App: 50M+ Downloads, 4.5 Rating on App Store
- Managed a cross-functional team of 50+ developers to unify 10+ e-commerce platforms into a single app, streamlining the customer journey with rewards powered by NeuCoins.
 - Mentored a team of Junior to Mid-Level designers in UI/UX best practices, utilizing Figma, to test prototypes, iterate, practice user empathy enhancing experiences across Web, Android, and iOS platforms using Agile methodologies.

 **Supercharged** , Los Angeles

Digital Art Director

Jul 2017 - Aug 2018

- Fit-tech media company offering a wide range of on and offline customer experiences.
- Designed and developed a gamified wellness app encouraging user engagement to share progress, increasing usability for overall platform retention.
 - Led creative direction for all digital assets, including logos, landing pages, style guides, and social media, ensuring scalability and consistency across all platforms using Figma, Sketch, and Zeplin.

 **StartEd** , New York

Lead Designer

Oct 2016 - Dec 2016

- Edtech Accelerator program solving the biggest problems in the sector
- Strategic design support for 10+ startups in branding, visual identity, and app design creating compelling user experiences and business presentations.

 **Saatchi & Saatchi** , New York

Art Director

Aug 2013 - Apr 2015

- Global Ad agency for Toyota & Lexus - tailoring large clients in a data driven insight platform fueling dynamic messages to an active consumer base
- Generated \$22M+ in revenue through innovative digital ad campaigns for Toyota and Lexus, winning 10+ industry awards for creativity and performance.
 - Crafted engaging digital storytelling for various platforms, adhering to brand guidelines and driving measurable results such as 150K+ prospects engaged and 12K+ test drives from the Bold Toyota Camry campaign.