

Biography

I am a multidisciplinary design strategist and researcher with expertise in shaping human-centred, technology-driven systems for the future of cities.

Education

Master of Science - Transportation Systems & Design, 2022

Art Center College of Design, USA

Masters in Automobile Design - Preliminary Module, 2017

Istituto d'Arte Applicata e Design (IAAD), Italy

Bachelor of Engineering - Mechanical, 2016

Maharashtra Institute of Technology, University of Pune, India

Experience

Creatara Mobility Pvt. Ltd., IIT Delhi, India. 2024 - Present

Design Researcher & Product Strategist – Electric Two-Wheeler Startup

The CarLabs, California, USA. 2022

UX Strategist & Research Intern – Vehicle Interior Analytics Platform

Volvo Cars, North America, California, USA. 2021

User Experience & Digital Strategy Intern (Virtual Showroom Program)

Virtual Engineering Lab, Volkswagen Group of America, California, USA. 2019

Design Researcher & Innovation Strategy Intern – Autonomous Ride-Hailing Program

Tata Motors Ltd, Pune, India. 2015

Production Line Engineer Intern – Passenger Vehicle Division (Aria Hexa Program)

Skills

- Systems Design
- Concept Design
- Story Boarding
- 3D Modelling
- Motion Graphics
- Interface Design
- Multi-fidelity Prototyping

- Keynote Presentation
- White Paper Writing
- Ethnographic Research
- Quantitative Surveying
- Qualitative Analysis
- Affinity Mapping
- Digital Sketching
- AR | VR Applications

Softwares

-  Adobe Suite
-  Autodesk Maya
-  Autodesk VRED
-  Figma
-  Unity 3D
-  Microsoft Office Suite

Languages

English | Hindi

Interests

Cycling | Football | Illustrations | Cooking | Music

Creatara Mobility Pvt. Ltd., New Delhi - Design Researcher & Product Strategist

- Led strategy and design for Creatara's digital ecosystem (mobile app, vehicle cluster UI, cloud data layer), aligning product experience with long-term business goals.
- Conducted research with riders, service networks, and internal teams to define digital service flows, data needs, and behaviour-driven feature opportunities.
- Built frameworks for user segmentation and rider behaviour insights, shaping product differentiation, maintenance strategy, and future subscription models.
- Collaborated across engineering, leadership, and vendors to implement telemetry, APIs, and data architecture, laying the foundation for connected services.

CarLabs, California - UX Strategist & Researcher

- Optimised CarLabs' vehicle interior measurement intelligence platform, enabling OEMs to conduct competitive benchmarking and design decision-making.
- Designed end-to-end UX workflows and onboarding systems for technical and non-technical users, improving efficiency and measurement accuracy.
- Conducted user research and usability testing across teams to guide platform improvements and increase adoption of CarLabs' measurement ecosystem.
- Developed consumer research frameworks for 2022-2023 vehicles, delivering insights that informed OEM product positioning and feature strategy.

Volvo Cars, California - UX Designer, Virtual Retail Strategy

- Led UX and experience strategy for Volvo's first virtual showroom, supporting the shift toward immersive, digital-first car shopping.
- Defined experience architecture and interaction flows for a 3D vehicle exploration platform in partnership with engineering and product teams.
- Conducted research on digital retail behaviour to guide Volvo's direct-to-consumer transformation and improve online conversion.

Volkswagen Group of America, California - Design Researcher, Autonomous Mobility Strategy

- Directed research for Volkswagen's first virtual autonomous ride-hailing program, influencing strategic direction for future AV services.
- Led ethnographic and mixed-method studies to uncover behaviour, trust, and communication needs in autonomous environments.
- Developed the boarding/de-boarding experience framework and built Digital twins (VR + physical prototypes) to evaluate user interactions and service touch-points.
- Presented insights to Volkswagen/Audi leadership, shaping decisions on service design, deployment models, and MaaS business strategy.

Tata Motors Pvt. Ltd., Pune - Production Line Engineer

- Improved manufacturing efficiency by redesigning process sheets and operational documentation for the Aria Hexa assembly line.
- Conducted worker ethnography to identify communication barriers; introduced bilingual (Marathi-English) documentation to improve accuracy and morale.
- Collaborated with R&D and manufacturing teams to institutionalise clearer, more inclusive production practices across multiple lines.