

EXPERIENCE

SKILLS



Senior Product Designer, DoorDash Inc

Aug 2024 - Present | San Francisco, CA

Ads and Promotions

Design Lead for Smart Campaigns, an AI-powered advertising product for SMBs at DoorDash. Took the product from 0→1, launching in June 2025 and scaling to ~87K merchants, becoming DoorDash's fastest-growing SMB product. Designed reporting and controls that built merchant trust and drove 2x higher net sales than traditional promotions.

Core

Design strategy

Product strategy

User centered design

System design

AI-assisted prototyping



Product Designer, Meta Platforms Inc

Jul 2020 - Aug 2024 | Menlo park, CA

Small Business Ads (Dec 2021 - Aug 2024)

Designed lightweight advertising tools for small businesses in Meta's Monetization org. Led design of a shared ads platform that let apps across the Meta family embed native, consistent ad experiences without building their own. Shipped it in Messenger (2023) and built the WhatsApp Business iOS ads experience from the ground up.

Tools

Claude

Codex

Figma

Women in Emerging Markets (Jul 2020 - Nov 2021)

Worked on Locked Profile, a privacy feature designed to help people, especially women in emerging markets, feel safer using Facebook. Led initiatives to improve feature adoption and user understanding, driving engagement and trust.



Product Designer, Box

Jun 2018 - Jul 2020 | Redwood City, CA

Led the design of User Management, Enterprise Settings, and Legal Tools for the Box Admin experience. Simplified user and permission management, enabling IT admins to configure enterprise settings more efficiently, reducing page load times to under 5 seconds and decreasing user management support tickets.



UI/UX Designer, Green Chef

Jun 2016 - Jun 2018 | Sunnyvale, CA

Led product design for Green Chef across desktop and mobile web. On the Customer Growth team, redesigned the sign-up flow and order management to make meal planning and ordering more flexible. I reimagined the platform's highest-traffic page, the surface driving 80% of engagement, lifting sign-up conversion by ~5%.

EDUCATION



Master of Design, Information and Interface design

June 2013 - May 2015 | National Institute of Design, Bengaluru, India