

EDUCATION**COLUMBIA BUSINESS SCHOOL**

Master of Business Administration, MBA: Specializing in Marketing, Product and Strategy. 2025 - Present
Product Management 101 Teaching Assistant, Summer Start-up Track Pitch Competition

New York, NY

PARSONS SCHOOL OF DESIGN, THE NEW SCHOOL

Bachelor of Fine Arts, Communication Design: Specializing in UX/UI, User Research and Digital Strategy.

New York, NY
2015 - 2019**EXPERIENCE****NATIONAL BASKETBALL ASSOCIATION, NBA**

Student product engagement with the National Basketball Association focused on NBA League Pass.

New York, NY
Present**Student Product Manager**

- Designing retention and monetization strategy for NBA League Pass, targeting Base subscribers with feature-led Premium upgrade concepts projected to drive +3–5 pp conversion uplift, 5–10% churn reduction, and incremental ARPU growth
- Conducting user research and funnel analysis to identify upgrade friction points; developed and pitched feature concepts (e.g., Premium-only content, personalization, viewing insights) with clear hypotheses tied to retention and monetization outcomes

INDĒ WILD

Unilever Ventures-backed Ayurvedic beauty brand, launching in Sephora Feb 2026.

New York, NY
Summer 2025**Go-To-Market MBA Intern**

- Led U.S. go-to-market strategy for Sephora pre-launch, driving \$344K in quarterly sales (+30% YoY) and a 20% lift in conversion through referral and influencer flows
- Built a Python-powered campaign tracking system to optimize creator allocation across 200+ creators, enabling data-backed decisions on content mix, bundles, and launch strategy
- Launched TikTok Shop as a net-new revenue channel, owning end-to-end setup (catalog, creator seeding, shoppable content, and paid TikTok ads), establishing early traction and a scalable foundation, reaching \$8K GMV by January

DELOITTE DIGITAL

Global creative digital consultancy within Deloitte.

New York, NY
2021 - 2024**Product Designer (2021 - 2024)**

- Led end-to-end product design for large-scale, regulated platforms across fintech, healthcare, and media, partnering with product managers, engineers, and data teams
- FedNow (Federal Reserve): Defined user flows and delivered a modular onboarding design system for instant payments platform, improving task completion by 25% across 100+ workflows
- WNBA Digital Experience: Rebuilt web and mobile platforms with personalized content recommendations, increasing CTR by 40% and repeat visits by 20%
- Anthem (Health Insurance): Interviewed nurses and mapped end-to-end claim review workflows to design a GenAI-powered document summarization product for insurance claim review, streamlining regulated workflows and accelerating approval cycles

ERGO, DIGITAL MARKETING AGENCY

SaaS platform delivering personalized, data-driven marketing solutions.

New York, NY
2020 - 2021**Experience Designer (2020 - 2021)**

- Designed lifecycle marketing campaigns for American Express using spending behavior and customer segmentation, increasing open rates by 25% and engagement by 20%; partnered with analytics teams to translate insights into targeting logic
- Conducted A/B testing on subject lines, layouts, and targeting strategies, reducing user-reported issues by 30% and improving click-through rates

SKILLS

Skills: Go-to-Market Strategy, Product Positioning, Messaging, Customer Segmentation, Acquisition & Retention, A/B Testing, Funnel Analysis, Product Analytics, Python, SQL, Excel, Figma, Generative AI prototyping (Cursor, Claude Code).

ADDITIONAL INFORMATION

Global upbringing: Lived in India, Indonesia, Singapore, Taiwan, Hong Kong, and London, bringing a cross-cultural perspective.

Interests: Oil painting, figure drawing, playing Mahjong

Languages: English (proficient), Hindi (native).