



I design, build, lead, & ask why.

My Stack         & whatever is needed

Now leading design and building AI products at Revise.

Before that, I made award-winning campaigns and got 27 Kyoorius', a Cannes shortlist and a Silver Effie.

EXPERIENCE



Creative Director & Head of Product Design @ Revise Network

Full time
Jan 2022 to Present.

16 launched since 2020, out of which 11 launched in less than 12 months. I own design, UX, product and brand plus the marketing site, and engineers build the product. Built the design function from scratch: hiring, the design system, and how design and engineering work together.

On my own projects I write(read vibe) the code, which is why what I hand over can actually be built.

🏆 Product of the Day

🏆 4K developers reached

🏆 44K users

🏆 16+ products launched



Head of Design @CryptoRelief

Volunteer
2021

A COVID relief fund led by Polygon co-founder Sandeep Nailwal during India's second wave. Vitalik Buterin, Brett Lee and Balaji Srinivasan were among the contributors.

🏆 1B raised

🏆 160M syringes with UNICEF

🏆 24h build



Eleven AI products, June 2025 to July 2026

Agent infrastructure (Grass, Forward), LLM observability (Convo), bug triage (OpenBug), vertical assistants (Cited, TaxAI, Ruby), RAG tools (Paul Graham GPT, YC Library GPT, Bookshelf).



Maker, A macOS app that turns a design into real, running code. I designed it, coded it and shipped it myself.



PepeJump, Brand and game UX for a Telegram game, designed and launched in two weeks. 44K users, 1M gameplays, 500K+ impressions on zero paid media.



Grass, A dedicated VM for your coding agent, ready 24/7. Ranked #3 organically on Product Hunt.



Beyond Prompts, Helped build Revise's AI builder community. 4,000+ developers reached, 2,200+ subscribers, events across Bangalore, Mumbai, Delhi, San Francisco and London, from a 401 person meetup to a 12 person founders' walk.



Built the brand and the donation site in under 24 hours at the peak of the crisis, designing and building it myself.



Made transparency a design decision. Wallet details and per currency totals were public, which is what let donors trust it.



The fund took donations worth roughly \$1B at the token prices of the time and procured 160 million syringes with UNICEF India.



Art Director @ Dentsu Creative (Formerly Dentsu Isobar)

Full time

May 2021 to Feb 2022

Isobar was dentsu's digital creative arm in India, where the brief was usually a cultural idea rather than an ad. I led the creative, the art direction and the ideation across the account group, in a hand picked team of 16.

Brands: KFC, Unilever, Times of India, Maruti, Visa, Wrangler, Skore, British Council, Kingfisher etc.

🏆 Cannes shortlist

🏆 Silver Effie

🏆 27 Kyoorius

🏆 Handpicked in a team of 16



Design Consultant @ Wunderman Thompson

Part time

Nov 2021 to Apr 2022

A global creative network, where I consulted on retail and fashion accounts alongside my other work.

Brands: Louis Philippe, AirAsia, Max Fashion.



Associate Art Director @ Digital Refresh Networks

Full Time

Dec 2020 to Apr 2021

An independent Mumbai agency running social, web and film across a large retainer book. I led the creative team and owned new business pitching.

Brands: BMW Motorrad, OPPO, Wrigley's, Adani, L&T, Mia by Tanishq.

🏆 2 Drivers of Digital

🏆 90% pitch wins

🏆 23 brands

🏆 6 reports



Creative Manager @Altorise

Full Time

Nov 2017 to Oct 2020

A small independent studio working with foundations, startups and consumer brands. I worked directly with the founder on strategy and pitches, and ran the design team.

Brands: YouTube Originals, SBI Foundation, Indiabulls, ONN Bikes, Lupin, The Dharavi Dream Project, and more.

🏆 Led the design team

🏆 Happy Clients



Protest Match.

When the Afghan regime banned the women's cricket team, we played the match inside Cricket 19 and streamed it on Steam. 1.8M joined, 1.3M watched live. Cannes Lions 2022 shortlist.



The Cliteracy Drive, Skore.

An interactive banner that taught the technique it was selling. Close to 3M reached, 135K men engaged. Silver Effie.



Collection launches. Art directed athleisure through wedding, with creative for both ATL and BTL spaces.



Pitches and strategy. Worked on new business and consulted on digital strategy and standardisation.



90% pitch conversion. Led the creative team on new business, with 5 people reporting to me across 23 brands.



Two Drivers of Digital. Both for the BMW Motorrad website.



SBI Youth for India. Rebuilt the identity and application experience for the fellowship run by India's largest public bank. 50% more registrations, 2x final selections by 2019. WCAG AAA Palette



Dhani Pay Brand and creative through the Indiabulls and Udio merger. 1M app downloads.



Strategy and servicing. Set design strategy per client and ran client servicing, managing a small team.



Senior Graphic Designer & UI/UX Designer @ Blazn

Full time
Nov 2016 to Nov 2017

A digital marketing company, formerly Kreative Octopus, working with music festivals and sports franchises. My first UI/UX role, running projects from brief to final artwork as the sole designer.

Brands: Sunburn, Submerge, Red Chillies, JSW Haryana Steelers, JSW Bengaluru FC.



Sole designer

Ran every project from client brief to final artwork across identity, campaign and web.



First UI/UX work

Built wireframes, mockups and specs, holding the visual identity across features.

ALONGSIDE



Visiting Lecturer @ Prahldrai Dalmia Lions College

Mumbai
Dec 2023 to Jul 2025

A BMM college in Malad, where I taught design, motion graphics and VFX to 400+ undergraduates.

Lectures and hands on practicals, real life case studies, corporate expectations, real life applications, design thinking, etc plus setting and marking the practical exams



Taught from real work.

Ran lectures and practicals off actual project constraints rather than textbook briefs.



Got internships for 2 students

Made students Identified students who are hyper focused into design and got them an internship at Schbang.



Tumi Luxury @ Art Direction

Part Time
2023

For Diwali 2023, I solo lead a global retail activation in 125+ stores including airports.



TEDxGateway @ Permissions & Mobility

Mumbai
2014 to 2016

Permissions, logistics and speaker mobility.
Led Campus Connect across 15 colleges.

EDUCATION

B.E. Electronics & Telecommunication
@ Rajiv Gandhi Institute of Technology

Mumbai
2012 to 2016

HSC, Computer Science
@ T.P Bhatia Jr. College of Science.

Mumbai
2011 to 2013

Intensive Training Course : Multimedia
& Design, Graphic Design
@ MAAC : Maya Academy of
Advanced Cinematics

Mumbai.
2010 to 2011

ICSE
@ Ryan International School

Mumbai
2004 to 2010