

DESIGNING DIGITAL PRODUCTS FOR REAL PEOPLE.



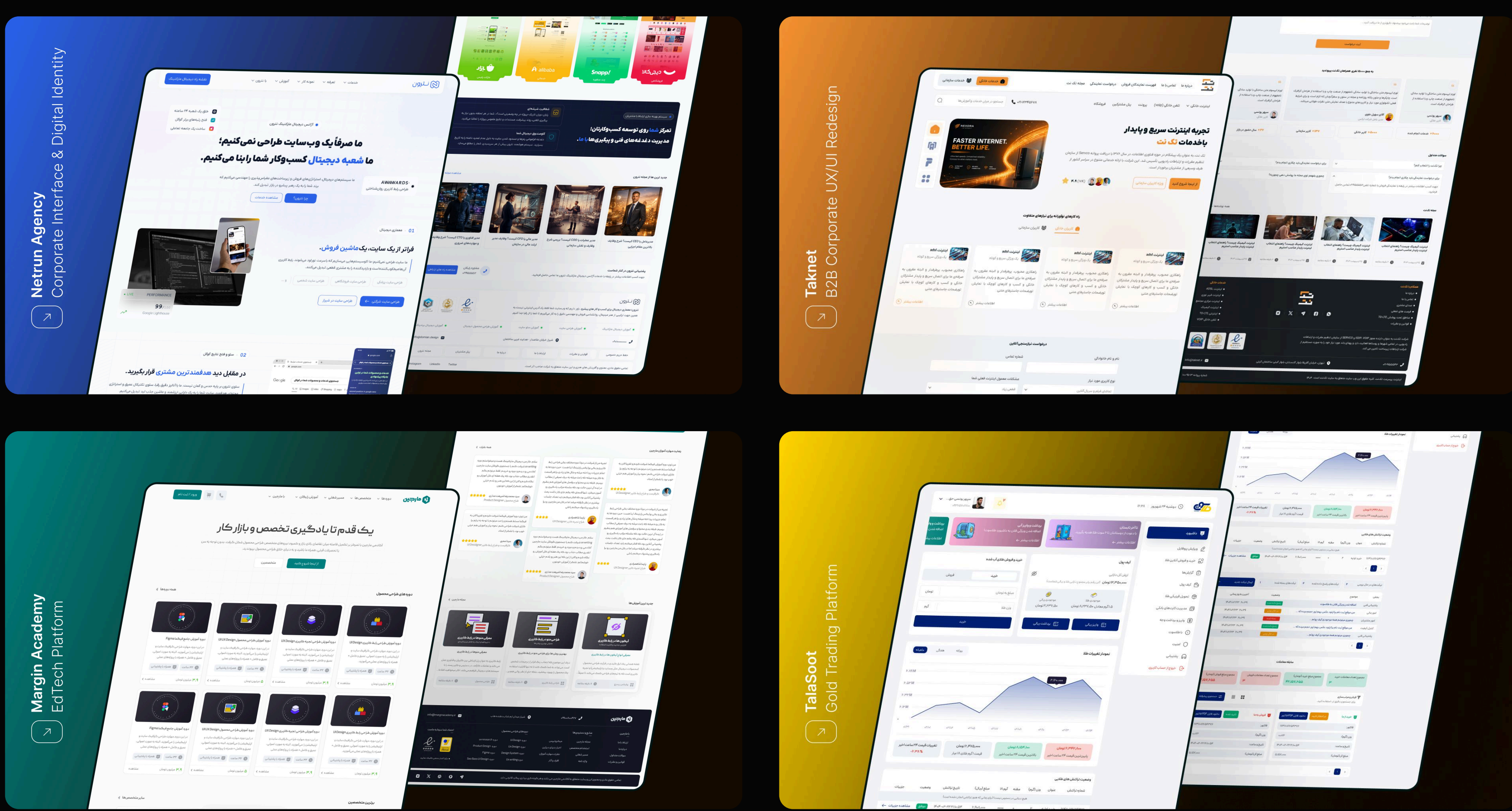
01 // APPROACH

Product DNA & Core Pillars.

<p>VISION</p> <p>Business Strategy & Product Architecture</p> <p>Aligning user needs with enterprise KPIs. I build scalable architectures that drive growth, reduce churn, and establish market dominance.</p>	<p>EXECUTION</p> <p>High-End Immersive UI</p> <p>Crafting interfaces that feel intuitive and look premium. Every micro-interaction is designed to build trust and elevate the brand identity.</p>
	<p>SCALE</p> <p>Complex Systems</p> <p>Creating robust, component-driven design systems that ensure consistency across global enterprise teams.</p>

02 // WORKS

Selected Works



03 // EXPERTISE

Design that drives ROI.

<p>Conversion Rate Optimization (CRO)</p> <p>Transforming traffic into revenue. By analyzing user behavior and eliminating friction points in the funnel, I design flows that maximize conversion without compromising the brand experience.</p> <p>A/B Testing Funnel Optimization</p>	<p>Go-To-Market & Acquisition</p> <p>Designing with marketing channels in mind. From maintaining "ad-to-landing-page scent" to structuring SEO-friendly architectures, the product is built to support user acquisition at scale.</p> <p>CAC Reduction SEO Architecture</p>
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04 // EVOLUTION

The Paradigm Shifts.

<p>The Foundation :From Pixels to Logic</p> <p>My journey began when design was static. Navigating the shift from destructive Photoshop layers to the early days of Sketch and Adobe XD taught me my most valuable skill: Adaptability. Witnessing the birth of Material Design instilled a deep appreciation for grid systems and structural logic over mere aesthetics.</p> <p>Photoshop / Illustrator Early Adobe XD Material Design v1</p>
<p>The Present: Architecting Scale</p> <p>Today, design is about enterprise scalability and business logic. I translate complex SaaS workflows into robust, Headless Design Systems using Figma. It's no longer just about the UI; it's about component architecture, design tokens, and aligning user experience directly with ARR and product growth metrics.</p> <p>Figma Advanced Prototyping Headless System</p>
<p>The Frontier: Designing for Intents</p> <p>The GUI era is evolving. I am actively researching and adapting to Agentic Interfaces and Zero-UI environments. The future belongs to designers who can orchestrate LLMs and AI to generate dynamic interfaces on the fly. We are moving from designing screens to designing conversational intents and spatial depth.</p> <p>Figma Advanced Prototyping Headless System</p>

05 // SKILLS

The Cross-Functional Edge.

<p>Digital Marketing</p> <p>End-to-end campaign management, data-driven strategies, and conversion rate optimization.</p>	<p>SEO Strategy</p> <p>Deep technical SEO, content architecture, and organic growth modeling to dominate search intent.</p>	<p>Business Acumen</p> <p>Understanding market dynamics, product-market fit, and aligning tactics with overarching business goals.</p>	<p>Tech & Dev Literacy</p> <p>Familiarity with code logic. I speak the developer's language, ensuring seamless collaboration with technical teams.</p>
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