

## Principal, Product & Experience

*Designs experiences for promise-based products – making intangible value concrete at the moments that matter.*

Shared surfaces · Purchase funnel experiments · Onboarding · Service design · Clinical and regulated products

## Work Experience

**Pumpkin Insurance** | July 2021 – Present | Senior → Lead → Principal, Product & Experience

*Design lead for member, provider, and internal operations across growth, claims, payments, and automation.*

Built and scaled PumpkinNow, an urgent-pay claims service enabling critical pet care with real-time decisioning and payment rails; supported \$25M+ in care in year one, achieved sub-10-minute end-to-end processing time (from 5-7 days), and lifted NPS by 9 points.

Conceived a service and experience differentiation framework now used by the team to design, sequence and evaluate purchase funnel experiments; surfaced portfolio-level gaps in narrative coverage and persuasion mechanisms that are reshaping how experiments get prioritized.

Designed funnel experiments expressing PumpkinNow's differentiation in the purchase journey, including a Risk-Relief priming sequence in the quote flow and a visit-pass narrative across loading screen and plan page; lifted lead-to-purchase CVR by 8% overall and 24% in affiliate and veterinary channels.

Introduced a member onboarding experience that improved comprehension of benefits, increased service readiness and direct deposit opt-in for claim payments; reduced downstream check costs by 42%.

Led claim invoice automation as review-first experience flows, shifting internal tools from manual data creation to guided review with clear guardrails; reduced invoice data capture time by ~50%.

Shipped a medical records collection system spanning customers, providers, and internal teams; improved provider workflow fit, reduced record wait times by 73%, and stabilized claim timelines across clinics.

**Aware Home, Georgia Tech** | Aug 2019 – May 2021 | Research Assistant, Assistive Technology Design

Designed decision-support dashboards for occupational therapists by translating noisy, real-world sensing data like grip strength, posture, balance, and force distribution into interpretable signals that informed care decisions during patient transfers. Defined a stage-based toilet-transfer assessment model with safety and quality checkpoints, supporting more objective evaluation and training workflows in occupational therapy practice.

**Publicis Sapient** | Jan 2018 – July 2019 | Senior Experience Designer

Led improvements to the co-browsing experience in Bed Bath & Beyond's store facing platform, enabling store associates to find products faster and apply discounts and promotions during live customer interactions, supporting higher-value in-store baskets.

**Ducere Technologies** | July 2015 – Dec 2017 | Interaction Designer → Manager, Tangible UI Design

Established the haptic language for Lechal, world's first smart insoles, designing directional feedback patterns and interaction logic that enabled eyes-free real world navigation in walking and driving modes. Designed interaction systems under hardware and behavioral constraints that shipped across two product lines: a pressure-based smart insole for gait and balance sensing (AARP) and a travel card for in-airport navigation (Emirates)

## Education

Masters in Human Computer Interaction,  
Georgia Tech | 2019-2021

Bachelors in Design,

Indian Institute of Technology Guwahati | 2011-2015

## Skills

AI-assisted workflows (Claude, Cursor) · AI-integrated experiences · AI evals · Service blueprints · In-field research · Behavioral design · Tangible Interfaces · Product writing · Statsig · Experiment design