

Design Leader · Product · Experience · Education

15+ years spanning product design, large-scale installations, and design education. Former CDO. Faculty at IIT Gandhinagar and NID. TED Fellow.

Open to Relocate / Remote

EXPERIENCE

Chief Design Officer

2017

Lintel Technologies Private Limited, Ahmedabad

C-suite design leadership for IT services company. Formulated design strategy, led B2B product launches (telecom/VoIP), established design processes. Collaborated with co-founders on product roadmap and GTM.

Creative Director — Public Installations

2012–17

Mumbai International Airport T2 · Curated by Rajeev Sethi

Three permanent installations for India's busiest international terminal: **Monument** (interactive mirrors, kinetic elements), **Excavations** (architectural narrative), **Freeze Frame** (pre-digital animation). End-to-end creative process from concept through fabrication.

Editorial Director

2020–21

JustForEducation.com

Content strategy and UX for EdTech platform. Defined information architecture, editorial standards, and content frameworks for international education guidance.

Founder & Creative Director

2012–21

Museum of Vestigial Desire

Experimental design research platform exploring consciousness and perception. Developed unconventional narrative frameworks. Solo exhibition at Banner Repeater, London.

Curator & Experience Designer

2016–19

Thukral and Tagra Studio, Gurgaon

Curated exhibitions and art projects. Designed 6 concurrent performance experiences for Roseate House Hotel. Critical and creative content production.

SELECTED PROJECTS

PROJECT	CONTEXT	EXHIBITION / IMPACT
Monument	Large-scale installation, Airport T2	50M+ annual viewers · Permanent
Bhatka Bhatka	GPS wearable, urban exploration	exhibit 320, New Delhi
Masking	USB privacy hardware	Transmediale Berlin · MuseumsQuartier Vienna
Distortion Field	Game with inverted objectives	Zachęta National Gallery, Warsaw
Canopy	Public bamboo installation	Exit Art NYC · Futuresonic · 48c Festival
Matbhed	Board game on Article 25	Conflictorium Museum · 2023
Public Service Centre	Service design intervention	Dis-locate Residency, Tokyo

50M+

Annual viewers at Mumbai Airport T2

15+

Years Experience

500+

Students Mentored

DESIGN EDUCATION

Anant National University
Asst. Professor, Interaction Design · 2024–now

IIT Gandhinagar
Visiting Faculty · 2022–23

National Institute of Design
Visiting Faculty · 2013, 16, 17, 21

Srishti School
Faculty & Centre Lead · 2010–13

Also: Karnavati, CEPT, Nirma, Indus

RECOGNITION

- 2009TED India Fellow
- 2014Dis-locate Residency, Tokyo
- 2011Coded Cultures, Vienna
- 2017Liverpool University Press

SKILLS

Design

Figma

Adobe Suite

Sketch

Miro

Research

User Interviews

Contextual Inquiry

Usability Testing

Technical

JavaScript

WordPress

Kirby CMS

EDUCATION

Adv. Diploma, Experimental Media Arts
Srishti School · 2007–09

BA History
Sikkim Professional University · 2021–23