

## EDUCATION

### NEW YORK UNIVERSITY (NYU)

M.S in Integrated Digital Media (GPA: 3.97/4)  
Sep 2017 to May 2019 | New York City, USA

### PES INSTITUTE OF TECHNOLOGY (PESIT)

B.E in Computer Science Engineering (GPA: 3.3/4)  
Aug 2009 to June 2013 | Bangalore, India

## WORK EXPERIENCE

01-2018 to Present

### UX DESIGNER & COORDINATOR at DESIGN LAB, NYU MAKERSPACE

Applied the user-centered design process to deliver high-quality visual experience of the website  
Organized 110+ talks & workshops, collaborated with industry experts, created design interventions and designed digital marketing, brand strategy all of which increased student interactions by 50%

09-2018 to 12-2018

### TEAM LEAD for XR STARTUP BOOTCAMP by NYC MEDIA LAB

Received grant of 10k to create business model and analyze product market fit by 120+ customer interviews for a multi-modal VR accessibility tool that originated as a design solution to Microsoft  
Collaborated with cross-functional team to communicate conceptual ideas and successful pitches

06-2018 to 08-2018

### DIGITAL ACCESSIBILITY ASSISTANT at NYU GALLATIN

Applied web content accessibility guidelines and end-to-end UX methodology from conception to launch for redesign of websites which increased 75% access and received 100+ more views

09-2017 to 12-2017

### DIGITAL MEDIA INTERN at NYU OFFICE OF INTERACTIVE MEDIA

Designed creative content for digital media platforms which increased student engagement by 65%  
Created 20+ simple and delightful interfaces and experiences that combine intuitive UX with design

05-2016 to 12-2016

### UI/UX DESIGNER at INDUSTRIAL DESIGN STUDIO, TATA ELXSI

Performed trend forecasting on a design research project for Asian Paints ColourNext17 by creating visual moodboards, analyzing styles and organizing focus group discussions with 100+ field experts  
Effectively employed human-centered design principle strategies to improve 15+ digital interfaces

09-2013 to 04-2016

### SOLUTIONS ENGINEER at ORACLE INDIA PVT LTD

Designed 45+ interface mockups, design systems and conducted 30+ interviews to recruit designers  
Worked on front end web development using 3+ Oracle products for 40% more successful demos  
Collaborated closely with developers, designers and product managers to create responsive, usable, aesthetically pleasing products and solutions that resulted in 55% better user engagement

## SKILLS

- User Interface Design
- User Experience Design
- Prototyping and Wireframing
- User Research and Testing
- Interaction and Visual Design
- Design Thinking and Accessibility
- Typography and Color Psychology
- Digital Marketing and Strategy
- Brand Strategy and Advertising
- 3D Printing and Laser Cutting
- Video Production and Editing

## ACHIEVEMENTS

- \$10,000 Grant for selection in Top 10 for NYC Media Lab XR Startup Bootcamp
- Successful pitch at Exploring Future Reality event in front of 500+ people
- Vice President of Communications for NYU Tandon Graduate Student Council
- Certified in the Pep Talk Program by Ian Faria, a Master Public Speaker
- Won Laurels for Swimming, Basketball, Badminton, Throwball and Advertising
- Completed High Altitude Himalayan Trek and Won Best Hiking Award

## DESIGN PROFICIENCY

- Adobe Illustrator, Photoshop, InDesign, After Effects, Premier Pro, XD
- Sketch, Invision, Axure, Marvel, CorelDraw, HTML, CSS, JavaScript, WordPress