

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

LEAD UX DESIGNER & COORDINATOR at DESIGN LAB, NYU MAKERSPACE

01-2018 to Present

- Applied the user-centered design process to deliver high-quality, informative and visual experience of the website
- Organized 110+ talks & workshops, collaborated with industry experts, created design interventions, designed promotion material for marketing, created brand strategy, conducted user research, thus, increasing student interactions by 50%

TEAM LEAD for XR STARTUP BOOTCAMP by NYC MEDIA LAB

09-2018 to 12-2018

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

DIGITAL ACCESSIBILITY ASSISTANT at NYU GALLATIN

06-2018 to 08-2018

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

DIGITAL MEDIA INTERN at NYU OFFICE OF INTERACTIVE MEDIA

09-2017 to 12-2017

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

UI/UX DESIGNER at INDUSTRIAL DESIGN STUDIO, TATA ELXSI

05-2016 to 12-2016

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

UI DESIGNER/SOLUTIONS ENGINEER at ORACLE INDIA PVT LTD

09-2013 to 04-2016

- Designed 45+ user interface mockups, info graphics, design systems and conducted 30+ interviews to recruit designers
- Worked on front end web development and design using 3+ Oracle products for 40% more successful demos
- Collaborated closely with developers, designers and product managers to design responsive, usable, aesthetically pleasing products, solutions and experiences 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

DESIGN PROFICIENCY

- Adobe Illustrator, Photoshop, InDesign, After Effects, Premier Pro, XD
- Sketch, Invision, Axure, Marvel, Proto.io, Figma, HTML, CSS, JavaScript, WordPress

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
- Digital Media Scholarship from NYU Department of Technology, Culture & Society
- 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 Himalayan Trekking, Basketball, Badminton, Throwball, Swimming