

## SUMMARY

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Product designer and user experience professional with US work authorization and 5+ years of work experience in design and technology. With a user-centered design mindset, I aspire to create intuitive and accessible digital experiences that add value.

## WORK EXPERIENCE

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### LEAD UX DESIGNER at DESIGN LAB, NYU MAKERSPACE

01/2018 to 05/2019

- Applied user-centered design process for an informative visual web experience boosting awareness of space by 75%
- Developed user flows, journey maps, sitemaps, and conducted 15+ testing sessions to improve user engagement by 40%
- Organized 110+ talks & workshops, collaborated with industry experts, created design interventions, designed promotional material, strategized branding decisions, conducted user research, increasing student interactions by 50%

### LEAD PRODUCT DESIGNER for XR STARTUP BOOTCAMP at NYC MEDIA LAB

09/2018 to 12/2018

- Won grant of 10k for Virtual Reality accessibility tool that originated as solution to Microsoft Inclusive Design Challenge
- Created business model, analyzed product market fit, coordinated 120+ customer interviews, synthesized 90+ testing insights, and refined VR prototype for 85% enhanced balance of user needs, business objectives and design constraints
- Collaborated with cross-functional team to communicate conceptual ideas resulting in 10+ successful product pitches

### DIGITAL ACCESSIBILITY ASSISTANT at NYU GALLATIN

06/2018 to 08/2018

- Enforced web content accessibility guidelines and universal design principles for effective remediation of 15+ websites
- Followed end-to-end UX methodology and best practices to fix 50+ accessibility gaps in existing digital product designs
- Redesigned 12+ digital interfaces that improved 75% access to people with disabilities and received 100+ monthly views

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

09/2017 to 12/2017

- Designed creative digital content for 20+ university social media platforms which extended student interactions by 65%
- Integrated design thinking and compiled content with data analytics to create Chatbot improving engagement by 40%

### 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
- Synthesized research insights, conducted design workshops, organized focus group discussions with 100+ field experts
- Employed human-centered design strategies and effective client communication to improve 20+ digital experiences

### UI DESIGNER at ORACLE

09/2013 to 04/2016

- Designed 65+ conceptual mockups, style guides, assets, dashboards and conducted 30+ interviews to recruit designers
- Executed 30+ front end web development and design projects using 5+ Oracle products for 60% more successful sales
- Collaborated closely with developers, designers, product managers, and stakeholders to design pixel-perfect, intuitive, usable, products, services, applications, and industry solution accelerators that resulted in 55% better user engagement

## EDUCATION

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**New York University (NYU):** Master of Science (M.S.) in Integrated Digital Media, May 2019 (GPA: 3.97/4)

**PES Institute of Technology (PESIT):** Bachelor of Engineering (B.E.) in Computer Science, June 2013 (GPA: 3.3/4)

## SKILLS

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**Design:** User Interface Design, User Experience Design, Prototyping, Wireframing, User Research, Usability Testing, Visual Design, Interaction Design, Design Thinking, Accessibility Design, Typography, Color Theory, Color Psychology, Iconography

**Softwares:** Adobe Illustrator, Photoshop, InDesign, After Effects, Premier Pro, XD, Sketch, InVision, Marvel, Figma, Proto.io

**Technical:** HTML, CSS, JavaScript, Web/Mobile Responsive Coding, WordPress, SEO, Microsoft Office, Google Analytics

**Digital Media:** Digital Marketing, Brand Strategy, Advertising, 3D Printing, Laser Cutting, Video Production and Editing, AR/VR