



As a UX specialist with six years of professional experience in user research and product development, I utilize the principles of design thinking to identify opportunities and address unmet needs with efficiency and elegance. By thinking laterally and drawing from a diverse range of skills and expertise, I am keen on tackling new challenges and delivering on the promise of good design.

EDUCATION

MBA (DESIGN STRATEGY) / May 2018
California College of the Arts

MFA (INTERACTION DESIGN) / May 2017
California College of the Arts

Graduate Thesis:
Communication models for driverless vehicles

B.DES (PRODUCT DESIGN) / Dec 2013
National Institute of Design / India

President, Student Activity Council (Aug 2010-Aug 2011)

- Led the council of 36 members
- Facilitated administrative talks

SKILLS

RESEARCH & STRATEGY

- Experience mapping
- Heuristic evaluation
- Benchmarking
- Ethnographic research
- Ideation and synthesis
- Storyboarding experiences
- Data visualization
- Facilitation and mediation

PROTOTYPING AND VISUAL DESIGN

- Wireframing
 - Balsamiq
 - Fluid UI
- Prototyping
 - Invision
- Sketch
- Corel Draw
- Adobe Creative Suite
 - Illustrator
 - Photoshop
 - Lightroom
 - AfterEffects
 - Experience Design
 - Indesign

CAD SOFTWARE

- Rhinoceros
- Alias Autostudio

EXPERIENCE

UX RESEARCHER / SERVICE NOW
Santa Clara (October 2018 - Present)

- UX research work focussed on improving the employee experience within ServiceNow which acts as customer zero for the company's product offerings

UX RESEARCHER / KEEPSAFE
San Francisco (August 2018 - October 2018)

- Planned and executed research exercises for new product development

RAPID PROTOTYPING LAB MONITOR / CALIFORNIA COLLEGE OF THE ARTS
San Francisco (September 2015 - Present)

- Led qualitative research to identify needs and define clear value proposition
- Carried out market segmentation and sizing of the target demographic

DESIGN LEAD - INDUSTRIAL DESIGN / INVENTINDIA INNOVATIONS
Ahmedabad, India (June 2012 - Jan 2015)

- 2nd hire after the founding of the firm (helped grow the workforce to 24)
- Led a team of 4 designers and 2 engineers through 6 product launches
- Main areas of focus:
 - Point of sale terminals
 - Payment Portal and Dashboard
 - Biometric security devices
 - Water Purification systems
 - Laboratory equipment
- Coordinated workflow between design, engineering and marketing

DESIGN RESEARCH INTERNSHIP / GAMINEASY PTV. LTD.
Bangalore, India (May 2010 - Jul 2010)

- Ethnographic research with 12 families at their residences
- Identified the opportunity space for a portable entertainment unit that showcased the full potential of the Sony PlayStation Move Controllers

ACADEMIC ENGAGEMENTS

SERVICE DESIGNER / CREATIVITY EXPLORED
San Francisco (August 2015 - May 2016)

- Increased donor engagement by improving communication efficiency
- Developed a creative toolkit to facilitate a smooth transfer of leadership

SERVICE DESIGNER / FIRST RESPONSE UNIT, SCOTTISH AMBULANCE SERVICE
Glasgow, Scotland (Sep 2011 - Jan 2012)

- Reduced information collection time during emergencies for first responder unit by 30% by redesigning the patient form (tested by SAS personnel)
- Increased recording accuracy by introducing a wearable tracking device
- Reduced data redundancy by restructuring the information architecture

INTERACTION DESIGNER / ELECTRIC LOCOMOTIVE DIVISION - INDIAN RAILWAYS
Baroda, India (Aug 2010 - Aug 2011)

- Redesigned the control panel of the WAP-4 Electric Locomotive which helped:
 - Improved response time by a factor of two
 - Reduced operational fatigue by 15% (tested with active railway pilots)