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🎓 EDUCATION

Full-time NATIONAL INSTITUTE OF DESIGN
2008–10 | Bangalore
Post Grad in Information & Interface Design

Full-time KAVIKULGURU INSTITUTE OF TECHNOLOGY & SCIENCE
2000–2004 | Nagpur University
B.E. in Information Technology

💡 SKILLS

INTERACTION & USER INTERFACE DESIGN
WIREFRAMING
HIGH FIDELITY PROTOTYPING
USER RESEARCH & DOMAIN STUDY
INFORMATION ARCHITECTURE
SYSTEM/USER-FLOW DESIGN
USER JOURNEY MAPS
UX STRATEGY
DATA ANALYSIS & DATA GRAPHICS

🔬 RESEARCH METHODS

USER INTERVIEWS
STAKEHOLDER INTERVIEWS
HEURISTIC & TASK ANALYSIS
MARKET RESEARCH & COMPETITIVE ANALYSIS
QUANTITATIVE & QUALITATIVE USER TESTING
ETHNOGRAPHIC STUDY
CARD SORTING

🛠️ DESIGN TOOLS

Wireframing & Prototyping
Adobe XD, SketchApp

Graphic/Visual Design
Adobe Photoshop, Illustrator

Prototype Testing
Adobe XD, MarvelApp, InvisionApp

Rapid Prototyping
Axure RP Pro, Proto.io

💼 WORK EXPERIENCE

- UX LEAD / iQuanti Pvt. Ltd.** Product Team (2.5 years)
 May 2018 – Oct 2020 | Nov 2016 – Jan 2017 as Consultant | Bangalore
 - Responsible for UX revamp of the SEO Analytics application, ALPS
 - Introduced UX process into existing Product development cycle
 - Initiated and helped develop Standard UI Guidelines for Product
 - Help build routines for UCD, Research & Analysis, and User testing routines while developing new UI concepts
 - Delivered UI workflows, interaction design & Rapid Prototyping, also development support
- SENIOR UX DESIGNER / Housejoy.in** Product Team (1.5 years)
 Mar 2017 – Apr 2018 | Oct 2016 – Feb 2017 as Consultant | Bangalore
 - Lead UX revamp for Product & Service experience on Mobile app, MWEB & Website
 - Reformed Information Architecture & catalogue design to improve usability and discoverability of products/services on all online platforms
 - Developed standard UI templates for navigation & interaction patterns for Mobile App, Mweb & Website
 - Conducted User Research, Persona identification & User interviews, Product & Market study, Task Analysis and User testing routines to develop new UI concepts for sub-products
 - Designed UX for sub-products such as Subscription Programs & Membership Plans
 - UI & Interaction Design for Admin application(internal use) & Service Provider App
- DEPUTY MANAGER-UX / WIPRO BPS BASE)))™** Product Team (2.5 years)
 Nov 2013 – Mar 2016 | Bangalore
 - Improvement of usability, interaction & UI design for BPMN application, Harmony®
 - Initiate UX revamp of BASE)))™ applications using detailed competitive analysis & research on leading industry applications
 - Designed simplified workflow and interaction for Task management tool used by Wipro BPO employees, by performing Task analysis and User research
 - Designed a UI standardisation method and curated online portal for standard UI guidelines for BASE)))™ products
 - Contributed designing a patented UI interaction for key features of Harmony® application
- INTERACTION DESIGNER / Altisource Business Solutions Hubzu.com**
 Dec 2012 – Oct 2013 | Bangalore (11 months)
 - UX revamp & Interaction design for Hubzu.com
 - Implemented improved interaction patterns for the website using competitive analysis, market research & product study methods
- INTERACTION DESIGNER / Cognizant Technologies** Pre-sales Team (1.9 years)
 Jan 2011 – Nov 2012 | Hyderabad, Pune, Bangalore
 - Pre-sales team UI & UX concept generation for various client projects & diverse UI platforms like iOS, Android, Blackberry & desktop
 - Studied & designed applications for varied domains such as Banking, Insurance, Branding, HR management, knowledge management etc.
- UX INTERN / July Systems** Pre-sales Team
 Jan 2010 – Jun 2010 | Bangalore, KA
 - UI & UX design, execution & implementation for various client projects
 - Handled end-to-end execution of projects for Discovery Channel(WAP sites UI for 8 properties) & a social media iPhone app based on concepts of a book by a U.S. based author, 'Power of WHO'
- SOFTWARE ENGINEER / Infosys Technologies Ltd.**
 May 2005 – Jun 2008 | Pune, MH

INTERESTS

INFORMATION VISUALISATION

DATA GRAPHICS

ENTERPRISE APPLICATION UX

HOBBIES

PHOTOGRAPHY

ARTS & HISTORY

PAINTING

HANDICRAFTS

TRAVELING/TRAVEL BLOGGING

Meetup Group Founder & Coordinator

Travel Group for women, non-commercial
Platform for women to find like-minded
travel companions

3 years, 500+ members, 20+ trips organized

PERSONAL INFORMATION

DATE OF BIRTH

24th March 1983

MARITAL STATUS

Married

NATIONALITY

Indian

PERMANENT RESIDENCE

Bangalore, Karnataka, India



ACADEMIC PROJECTS

• INFORMATION VISUALISATION

Project: Distribution (& Destitution) of Tiger Population in India

The Project visualized the distribution of Tigers in the Tiger Reserves in India along with the factors and issues that affect the survival of the species using a zoom-able and pan-able interface on a digital map of India.

- **Extracting and compiling maps** of all Forest reserves and sanctuaries in India into a single digital map
- **Detailed data collection** on each reserve to point out factors affecting Tiger population (using Govt. Census Reports)
- **Implementation** using Microsoft Expression Studio tools, Visual Studio 2008 & Deep Zoom Composer

• INTERACTION DESIGN

Project: Mobile apps for Information Workers (Sponsor - Microsoft)

- **User Research** with selected Information workers group i.e. IT Professionals
- **Data Visualization** and identification of possible mobile apps based on their needs
- **Final concept** on an expenditure sharing and managing App for mobile

Project: Media hub for tier 2/3 city middle class families (Sponsor - HP Labs)

- **Field Research** with users in selected cities of Andhra Pradesh, interviews and Data collection
- **Data visualization and analysis**, identifying opportunity areas and needs of the community
- **Final concept** on Community Radio implementation for the middle class family audience

Project: Physical Computing & Game Design with Arduino Board

- **Arduino board programming** to design a interactive game using physical interactions and motion
- **Recreation** of Piet Mondrian paintings using coding