



I am an empathetic UX designer with 17+ yrs of experience in designing digital products working for start-ups to MNCs across India. I am a creative problem solver who loves solving design problems with the right blend of design, technology and social responsibility. I am proud to have completed my Masters' of UX Design from the prestigious Victoria University of Wellington. Now seeking challenging UX opportunities equipped with newly gained knowledge and proven prior abilities.

SKILLS

Research

User research, competitive analysis, stakeholder interviews, strategy definition, heuristics, information architecture, affinity maps, user personas, journey maps

Design

Paper sketches, interactive wireframes, design patterns, styleguides, data visualization, information design

Tools



EDUCATION

Victoria University of Wellington
Master of UX Design / 2019-2020

Utkal University, India
Bachelor of Science (Physics) / 1994-1997

TALKS

24 Hours of UX

Live stream of my experience of Google Design Sprint workshop done remotely / June 2020

<https://bit.ly/2BgdKn6>

VOLUNTEERING

Planted native trees at Mt. Victoria with **Conservation Volunteers**

EXPERIENCE



Victoria University of Wellington

Tutor - **Interaction Design** (Part-time) / Wellington / Jul 2020 - Present



Webgility Technocrats Pvt Ltd.

Senior Manager, UI/UX Team / Indore, India / Oct 2018 - Present

- > Engineered a strategic roadmap for an incremental design transformation of Webgility's desktop-based e-commerce product
- > Improvising the desktop product, iteratively through regular Voice of the Customer programs by understanding their needs, challenges and expectations
- > Built a design language for the design, development and quality team to enforce and ensure common interface guidelines
- > Formulated decisive insights for Webgility's online product by analysing 100+ Fullstory user sessions recordings and click heat maps by capturing users' unbiased behaviour
- > Direct a 2 member team with UX Design and Visual Design competency. Actively contribute hands-on for conceptualising interactive prototypes
- > Collaborate with development, product, engineering and QA teams as the SPOC for all UI/UX related matters
- > Investigate and learn customer UX issues by engaging in support calls



EY

Manager, Experience Designer Team / Trivandrum, India / Sep 2011 - Jul 2018

- > Instrumental in reviving a big-budget analytics project by executing a design strategy that led to winning the pitch for building end-to-end solution. Received CSAT 5 rating
- > Executed the concept development of an innovative smartphone-based app for cycling fan enthusiasts in a record 5 months' time from drawing board to app store
- > Engineered the experience definition of a SharePoint based inter-competency job site adjudged Americas regional winner 2017 under Better Begins With You, EY Global Recognition program
- > **Awarded Highest Performing Team, Excellence in Team Management, Best of EY on multiple occasions. Consecutive 5-star rater for 4 straight years**
- > Supervised a team of 6 resources with a blend of UX Designer, Visual Designer and UI developer. Accountable for their allocation, billability, and mentoring
- > Increased team efficiency by building an Axure widget library of branded web and mobile components for faster and standardised prototypes
- > Conducted numerous training sessions on Axure RP tool for UX professionals from basic to intermediate to advanced levels

CERTIFICATIONS

Human Factors International

Designing the Mobile User Experience / May 2014

Franklin Covey

The 7 Habits of Highly Effective People / May 2014



TATA Consultancy Services Ltd

Usability Analyst / Mumbai, India / Jul 2006 - Sep 2011

- > Designed UI/UX solutions for TCS intranet application
- > Produced Adobe Flash-based instructional eLearning content for a major US retail chain
- > Built 3D models of home improvement products using 3DS Max for the same client
- > Self-taught Flash ActionScripting, JavaScript, HTML and CSS for career growth and project demands

PREVIOUS EXPERIENCE

Gatesix Technologies India Pvt Ltd.
Lead Web Designer / Aug 2003-Jul 2006

Hamsaveni Software Pvt Ltd.
Web Designer / Dec 2002-Aug 2003

RECENT WORKS



(Mock-up)

Plant trees remotely with smartphones using drones and LIDAR (Light Detection and Ranging)

To counter deforestation, a paradigm shift in the way we care for our trees is paramount. If we can build an emotional connection between humans and trees, afforestation would flourish.

My app concept interacts with a automated-drone to plant trees at user-defined GPS locations anywhere in the world. The tree growth and health are tracked with LIDAR for the user to monitor and motivate.

Article: <https://bit.ly/30lVvoJ> Mock-up: <https://t8ypon.axshare.com/home.html>



(mobile mock-up)

Smart mobile solution for identifying real-time parking space

One of the major disadvantages of living in a big city is the amount of traffic density it generates leading to parking issues.

My smart parking solution uses an IoT based sensor embedded in every parking space which can detect real-time occupancy status and parking duration. Together with the parking data, location and time of day, a parking probability score is generated, displayed as bubbles, informing the user the chances of getting the parking spot. The concept uses voice interactions for minimum user attention or action.

Article: <https://bit.ly/3fJtmyu> Mock-up: <https://r9trx9.axshare.com/home.html>

INTERESTS

- > Practice hydroponics and growing microgreens. Believe in #GrowingYourOwnFood
- > Proficient in Digital Photography
- > Love being on the road, exploring places, cuisines, cultures and meeting people

LANGUAGES

English, Hindi, Malayalam, and Tamil

REFERENCES

(referees available on request)



(+more)