

EXPERIENCE

Freelance

Interdisciplinary Designer
July 2023 - Sept 2023

- Collaborated with clients in the EdTech and Real Estate sectors.
- Offered a diverse set of services - including website design, print media, video ads, design systems, social media carousels, branding, and content creation.

UNESCO Chair (SMI Lab)

Research Intern
Apr 2022 - Dec 2022

- Under the guidance of our lab mentor, I delved into exploring and understanding Place & Practice Based Research through different lenses.
- This method allowed us to gain insights by actively engaging in the micro-context we were studying through phenomenology that provided a more hands-on and experiential perspective on people, culture, practices and the place.
- My first micro-context was on the Attarwalas (Perfumers of Hyderabad) and the second on the Lambani practitioners in Sindhol (Bidar, Karnataka).

Zemoso Technologies

UI / UX Intern
July 2021 - Sept 2021

- Worked on creating a design system for a sales dashboard, standardizing design components and patterns to ensure consistency and efficiency in the user interface.
- Solved Shift Nudge assignments as a part of the internship training.
- Strengthened my UI/UX fundamentals, covering user-centered design, wireframing, prototyping, and user testing.

Niswey

Junior Designer
Jan 2021 - July 2021

- Re-designed and enhanced the integration of Niswey's product - Whatsapp + HubSpot (WA+ HS) chat dashboard:
 - Conducted user and (WA+ HS) team research (interviews, journey mapping, surveys) analyzed behavior to list out pain points and areas for improvement.
 - Completely revamped the user interface and user experience, streamlining the chat dashboard's functionality and workflow.
 - Collaborated with developers and Niswey's HubSpot consultants from the start to keep them in the loop on ideas, explorations and enhanced workflows.
- Initiated revamping the company website - UX research (workshops & interviews conducted).

EDUCATION

Srishti Manipal School of Design (SMI) — Bangalore, IND

Aug 2021 - July 2023 - M. Des in Human Centered Design

BML Munjal University (BMU) — Delhi, IND

July 2017 - July 2021 - B. Tech in Computer Science

HIGHLIGHTS

Smart India Hackathon (Finalist)

July 2020 - Team Evolve

In a 48-hour sprint, we aimed to create Vihari, a community app fostering local culture ownership. I contributed in frontend development and UI/UX design. This hackathon fueled my passion for design, driving me to pursue a master's degree in the same.

Organized and Participated in BMU's pitch fest - Propel'19

Oct 2019 - Team Parkin

During this 3-day Pitch Fest event, I delved into exploring and understanding entrepreneurship, networking with the startup community, engaging with investors, emerging teams, and mentors. Our team's pitch centered around "Parkin," an app for renting and finding parking spaces.

University Team Captain (Basketball girls)

Oct 2018 - Feb 2020

Runners up at Shiv Nadar University's sports fest - SURGE
Runners up at BMU's Sports Fest - Hero's challenge

SKILLS

Tools

Figma
Adobe CC
MS Word, Excel, PPT

Technical

UX Research + UI UX Design
Basic HTML + CSS
Interaction Design
Editorial Design
Brand Identity
Creative Strategy & Communication
Currently Learning Creative coding (p5.js)

CERTIFICATIONS

Coursera

University of Virginia: Design Thinking for Innovation
Google: UX Certification

IBM

Enterprise Design Thinking Practitioner

Propel

Foundation programme for Aspiring Entrepreneurs