HELLO!

I am UI/UX designer, working on products and experiences for past 7 years. And this is what I do most of the time —

**CREATE SOMETHING BEAUTIFUL.
LEARN SOMETHING NEW.**

And that is what makes me a happy designer! Other than reading, star gazing and collecting wind-up toys.

DESIGN EXPERIENCE

Since my introduction to design, I have a strong inclination towards identifying / understanding the product goals clearly, and creating beautiful, intuitive solutions for it. More than 7 years into design, I've been designing digital products and experiences that include researching, wireframing and prototyping. I've got opportunities to work on exciting projects with Trade Me, Mitre10, Intel, Diesel, Hamleys, Bloomberg, Castrol and on different products like — mobile apps, websites, digital magazine and more. It excites me to experiment and play around the new tools and processes emerging in the design industry.

SKILLS

VISUAL / UI / UX

PROTOTYPING

ICONOGRAPHY

ILLUSTRATION

BRANDING

MOTION

EDUCATION

2003-2008
B.F.A. (APPLIED ART)
ABHINAV KALA MAHAVIDYALAYA, PUNE, INDIA

WORK

March 2016 - July 2017
UX DESIGNER
TRADE ME, AUCKLAND

As part of the Trade Me Property agile team, I was working on the revamp project of this iconic website, along with Insights — which is a tool to get property estimates and more across NZ. Working closely with Product Managers, we followed the process of research - design - test - iterate, to continuously improve the experience across various Trade Me projects.

Feb 2016 - March 2016
CONTRACT DESIGNER
MITRE10

May 2015 - March 2016
FREELANCE DESIGNER
MOBILE & WEB UI / VISUAL, BRANDING

November 2014 - April 2015
LEAD DESIGNER - FREELANCE (BRANDING & UI DESIGN)
THE GREAT NEXT *(Adventure travel start-up)*

August 2011 - October 2014
ASSOCIATE GROUP HEAD (DESIGN)
INTERACTIVE AVENUES, MUMBAI

March 2011 - May 2011
SENIOR DESIGNER
DIGITAL LAW & KENNETH, MUMBAI

March 2009 - February 2011
VISUALISER
IGNITEE DIGITAL, MUMBAI

September 2008 - February 2009
JUNIOR VISUALISER
OXYGEN ADVERTISING, PUNE