

## Work Experience

### Stamurai / UX Design Intern

Apr - Jul 2020, Remote

- Designed a responsive landing page for Stamurai
- Worked closely with PMs and Devs to define useful features
- Designed assets from wireframes to creating pixel-perfect mocks & interactions
- Increased Conversion rate by simplifying the UI
- Increased Daily User engagement by 166% within 3 months
- Decreased the webpage bounce rate to nearly 8% from 85% within 3 months

### Arbor Research India / UX Design Intern

Feb - Mar 2020, Remote

- Designed a web e-commerce platform from scratch
- Created a mobile-first responsive user experience while still establishing consistent desktop interaction patterns
- Collaborated with the development and data team for deploying new features

### Kerala On Road / UX Design Intern

Sep - Nov 2019, Remote

- Redesigned and prototyped the mobile onboarding experience of KeralaOnRoad's website
- Collaborated with the Backend team to implement and deploy new features for the website
- Increased the User engagement rate by 35% within a month

### Breakthru. / Freelancer

Jan 2018 - Present, Remote

- Leading a team of coders and designers
- Managing a wide variety of cross-media projects involving branding, illustration, UI Design, UX Research, Web Development, for startups and academic institutes
- Maintaining a 97% client satisfaction score

## Awards & Honors

Awwwards - Honors  
Awwwards + Google - Mobile Excellence  
CSSDA - Site of the Day  
CSSDA - User Experience  
CSS LIGHT - Feature of the Day X 2  
BEST CSS - Site of the Day X 2  
Witty Web Wiz. - Website of the Day  
Design Nominees - Site of the Day X 2

Awwwards - Young Jury 2020-21  
Brandathon - Winner X 4  
CodersRank - Top 5 in India (HTML)  
CodersRank - Top 3 in India (CSS)  
IxDF - Best in Class Distinction (Mobile UX)

## Education

### Google / UX Design

2021 - Ongoing, Professional Certificate  
Grade - 100%

### UC San Diego / Interaction Design

2020 - 21, Coursework  
Grade - 98.83%

- Learned how to generate consistent design ideas & techniques for quickly prototyping them.
- Understood the principles of visual design, perception, and cognition that inform effective interaction design.

### Georgia Tech / Human Computer Interaction

2020, Professional Certificate  
Grade - 95%

- Understanding the fundamental guidelines and heuristics of UI design, along with different stages of the design life cycle.
- The application of modern frameworks and theories - Agile Method, Universal Design, Activity Theory, and Value-Sensitive Design.
- HCI in VR, AR, wearables, context-sensitive interfaces and social computing.

### IxDF / Mobile User Experience

2019 - 20, Certificate  
Grade - 100%

- Mastered the way to design interfaces based on mobile usability
- Personas - Task modelling, etc.

## Skills & tech

### Design

Concept Sketches, Low & High fidelity Wireframes, User Flows, User Personas, Information Architecture, Rapid Prototyping, Motion Design, Illustrations, Style guides, etc.

### Research

Heuristic Evaluation, Usability Testing, A/B testing, Guerrilla Testing, Competitive Analysis, Hypothesis Testing, Qualitative - Quantitative Research, Surveys, User Interviews, Cognitive walkthrough, etc.

### Technology

- HTML, CSS, JavaScript
- XD, Figma, Sketch
- Adobe Creative Suite, Protopie, After Effects
- Github • Webflow • Readymag
- Zeplin, Notion, Miro