



EXPERIENCE

Flying High Magazine - Project Lead

MARCH 2021 - AUGUST 2022

- Led a **cross-functional team** of 12 members (content, design & development) to create the first-ever digital magazine at Indian Language School.
- Supported design and frontend development teams to create responsive layouts, enhancing accessibility and user engagement.
- Aligned various stakeholders, resolved 6 high-profile conflicts and maintained an **91% team member retention rate** through empathetic leadership.

Campus Housing - Residence Don (RA)

SEPTEMBER 2023 - PRESENT

- Oversaw 48 students in residence with responsibilities like budget management, hosting community programs, and addressing resident needs, showcasing **organizational and leadership skills**.
- Worked in a team of 20 to facilitate building wide programs like community events, booths and student move-in.
- Conducted duty rounds to build connections with residents, ensuring community safety, responding to emergencies, and participating in on-call shifts.
- Supported students facing challenges, conducted roommate mediations, and responded to emergencies with **empathy** using **conflict resolution** skills.

VP of Web - UW Marketing Association

JANUARY 2023 - APRIL 2023

- Led a team of 3 (content, design and engineering) in creating our website's information architecture, educational content, and landing page.
- Conducted **user interviews** with 6 users to uncover user preferences about content and employed card sorting to create and validate our information architecture.

Freelance Designer

APRIL 2018 - PRESENT

- Managed a globally diverse base of 15+ clients, focusing on the fintech sector, achieving a **70% client retention rate**.
- Created website/app prototypes, logos, branding materials, and comprehensive business pitch decks for global brands, ensuring brand consistency, high-quality designs, and **effective communication** of complex concepts.

EDUCATION

UNIVERSITY OF WATERLOO

Global Business and Digital Arts, with co-op

SEPTEMBER 2022 - DECEMBER 2026 (EXPECTED), 4.0 GPA

Relevant coursework: UX Fundamentals, Frontend Development, International Business

GOOGLE (VIA COURSERA)

Google UX Design Professional Certificate

JANUARY 2023 - JULY 2023

Topics: UX Research, Inclusive Design, Prototyping, Figma and Adobe XD.

COMMUNITY

Hackathons: 1st place - UX Design Jam (by Sun Life Financial), 2nd place - TILE Design-a-thon (by UW Blueprint and UW UX), Participant in Hack the North

On-campus Clubs: Design Mentor @ UW Cube, Vice president @ GBDA Society, VP of Web @ UW Marketing Association, General Member @ UW Product Management Club

Volunteer: Team Lead & Volunteer Tutor - United for Literacy, Volunteer Notetaker - Student Accessibility Services

SKILLS

Design	Research	Tools
User Personas	Competitive Analysis	Figma
Information Architecture	Usability Studies	Adobe Creative Cloud
Wireframes		Project Management (Jira & Asana)
Prototypes	Technical	Brainstorming (Figjam & Miro)
Design Systems	Frontend (HTML, CSS, JS)	
Interface Design	C, Python	

CERTIFICATIONS

UX Design Professional Certificate GOOGLE (VIA COURSERA)	Certificate of Innovation "THE ZERO EXPERIENCE"
Product Management Certification AHA!	Emergency First Aid & CPR THE RED CROSS

