

WORK EXPERIENCE

User Experience Research Assistant | Indiana University (IUPUI) | *Part-time* August 2022 – Present

- Performed end user research using recruitment surveys, user interviews, and participatory design studies with 20 healthcare providers and nurses. Further, will carry out the research study with Kenyan providers.
- Redesigned and improved the designs of the NeoRoo app for newborn babies, which increased the app's usability and efficiency by 80%, and had it tested by practitioners at the Indiana University School of Medicine.
- Successfully launched the app on playstore and got 4.0 customer rating.

Associate Business Consultant | Ernst and Young LLP | *Full-time* November 2020 – July 2022

- Tested various IT General Controls within the client's IT environment and mitigated 75% of the underlying risk.
- Lead 6 statutory audits of international clients belonging to the financial services domain.
- Developed Excel Macro that helped increase testing efficiency by 92% and reduced 55% of manual work.

Product Designer | Fitpeo | *Contract job* January 2022 – June 2022

- Revamped the Fitpeo app's traditional design system and replaced it with a neumorphism/soft interaction design as per user scenarios and the company's requirements.
- Conducted user surveys and interviews with 11 patients of 50+ age group to identify usability and accessibility issues.
- Designed information architecture for CCM, RPM, and BHI modules to monitor patients' health reduced 50% of the physical work of healthcare providers and modeled the graphs that showed 95% accuracy with linked devices.
- Received a 5-star rating in a customer-satisfaction survey resulting in a 40% increase in revenue.

UI/UX Tutor | Job Vacancy Result | *Internship* September 2020 – November 2020

- Spearheaded a batch of 22 students and taught them the basics of UX design process and emerging UX trends.
- Prepared slide decks to make them understand the difference between UX and UI, explained the fundamentals of personas, wireframes, typographies, colors, iconography, and made them design on tools like Adobe XD and Figma.
- Received good feedback on the class with a 95% batch success rate and 25% profit on course marketing.

User Experience Designer | Job Vacancy Result | *Internship* March 2020 – August 2020

- Analyzed market competitors and developed a solution covering 80% of the feature set as per system requirements.
- Researched hiring procedures, job listings, and the recommendation model used by job portals.
- Collaborated with a cross-functional team of 4 designers and 10 developers, helped in coding web front-end, and created social media posters and ads for job openings to attract candidates that grew the user base by 60%.

EDUCATION

Indiana University-Purdue University Indianapolis August 2022 - May 2024

Master of Science - Human-Computer Interaction | GPA: 4.00

- Awards: Received Merit Scholarship of \$9000, Participated in CHI Design Competition 2023.

University of Mumbai July 2016 - August 2020

Bachelor of Engineering - Information Technology | GPA: 3.75

- Awards: Winner of Smart India Hackathon 2020, Gold Medalist in Chess, 2nd place in Design thinking competition.

SKILLS

Design Methods: User Research, Interviews, Personas, Storyboarding, User Flow Diagrams, Prototyping, Usability Testing

Tools: Figma, Adobe XD, Adobe Photoshop, Sketch, Adobe Illustrator, Power BI, MS Excel, PowerPoint, MS Word

Technologies: HTML5, CSS3, Bootstrap, React JS, Angular, JavaScript, PHP, SQL

Certifications: Foundations of User Experience Design (Google), Power BI and MS Excel Data Visualization (Udemy)