

## WORK EXPERIENCE

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

- Conducted participant 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.
- Launched the app on playstore and got 4.0 customer rating. Currently working on research paper for conducted study.

### 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.
- Spearheaded 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 UI design as per the company's requirements.
- Performed user surveys and interviews with 11 patients of 50+ age group to identify usability and accessibility issues.
- Designed 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 from 9/11 users in the survey and the redesign scaled the product's revenue by 40%.

### UX/UI Tutor & User Experience Designer | Job Vacancy Result | *Internship* March 2020 – November 2020

#### UX/UI Tutor (Sep 2020 - Nov 2020)

- Handled 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 typographies, colors, and 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 (Mar 2020 - Aug 2020)

- Analyzed various top market competitors and came up with a design solution covering 80% of the feature set.
- Researched hiring procedures, job listings, and the recommendation model used by job portals.
- Worked with a team of 4 designers and 10 developers, helped in coding front-end, created social media posters and ads for job openings to attract candidates that grew the user base by 60% and expanded the profit margins.

## EDUCATION

Indiana University (IUPUI), Master of Science - Human-Computer Interaction | GPA: 4.00 2022 - Present

University of Mumbai, Bachelor of Engineering - Information Technology | CGPA: 8.92 2016 - 2020

## 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 (UX) Design - **Google**

User Experience Research and Design - **University of Michigan**

Data Analytics and Visualization - Power BI and MS Excel - **Udemy**