

WORK EXPERIENCE

UX Designer

Viamagus Technologies (05/2023 - 09/2023) 5 months

- Oversaw the synthesis and implementation of research for an innovative shareable report module for a US-Canada-based product, Darby ESG, an environment company that specializes in carbon credit solutions for fleet-based logistics companies.
- Collaborated on I.A. and designed a mobile interface for Sahayya, an NBFC's loan distribution system. Conducted iterative usability tests to ensure cross-platform cohesion and user-friendliness.
- Orchestrated the development of a user-centric design system for the projects mentioned above, fostering collaboration among developers and designers to deliver a robust and scalable product.

Jr. UI/UX Designer

Prefme Matrix (06/2022 - 04/2023) 10 months

- Developed a streamlined UPI Checkout solution for Pataa Navigations web plugin, reducing cart churn by 71% & increasing cohort retention by 28%. For the Pataa app, redesigned the login process collaboratively which reduced user churn by 63% & earned 96% positive feedback. Crafted a weather monitoring module & widget powered by ISRO (MOSDAC INSAT-3DR) & designed a website for Oneguest, driving growth & sales through testimonials.

Product Design Intern

Wappgo IT Services (03/2020 - 03/2021) 1 year

- Spearheaded the design of Today's Bharat, creating wireframes & high-fidelity UI, & collaborating with developers to create a user-friendly social media app for sharing videos & photos with global news updates.

UX Design Intern

Wappgo IT Services (09/2019 - 03/2020) 6 months

- Transformed Legal251's website & control panels for online legal & financial services, resulting in a remarkable 68% increase in user engagement. Additionally, I led the team in crafting graphics & building a robust social media presence.

DESIGN PROJECTS

Pataa Express UPI Checkout

09/2022 - 11/2022

- Developed Pataa Express UPI Checkout, a streamlined solution within the Pataa short code ecosystem. Simplified online shopping experience by eliminating the need for users to repeatedly input their address, enhancing the efficiency of the online ordering process.

Pataa App Redesign

06/2022 - 11/2022

- Collaboratively redesigned the app, designed wireframes & improving user journeys for login, product education & weather widget powered by ISRO. Reduced login churn by 63% & earned 96% positive feedback on new designs.

SKILLSET



- User research
- Usability testing
- Visual design
- Agile methodology
- Graphic design
- 2d & 3d
- Interaction design
- Accessibility
- Persona creation
- I.A.
- Video editing
- Wireframing & Prototyping

DESIGN STACK



- Figma
- Adobe Xd
- Adobe Photoshop
- Adobe Illustrator
- Jira
- Miro
- MURAL
- Adobe Premiere Pro
- Adobe After Effects
- Blender 3D

CERTIFICATIONS

 Google UX Design Professional Certificate 
(12/2021)

 Meta Principles of UX/UI Design 
(02/2024)


 IBM Enterprise Design Thinking Practitioner 
(05/2023)

 Georgia Tech Introduction to User Experience Design 
(02/2024)

ACHIEVEMENTS

 Secured 3rd position in National Entrepreneurship Challenge, IIT Bombay 
(02/2019)

EDUCATION

 B.Tech in CSE from Chameli Devi Group of Institutions
(2018 - 2022)

DESIGN PROJECTS

📌 Pataa x ISRO Weather Monitoring [🔗](#)

09/2022 - 09/2022

- Crafted a weather monitoring module & widget for the Pataa app, enabling users to stay informed on the weather. The module displays data gathered from MOSDAC (INSAT-3DR), offering convenient, easy access to information for users.

📌 Oneguest Website [🔗](#)

09/2022 - 02/2023

- Designed modern, minimalist website for Oneguest Hotel management platform showcasing key features, USPs, and value propositions. Leveraged testimonials to establish trust, encourage action and drive growth.

📌 Darby ESG

05/2023 - 08/2023

- Darby ESG, a UX-Canada-based firm, spearheading the distribution of innovative carbon credit solutions for fleet-based logistics companies. Key achievements include implementing features such as carbon emission analytics, automatic report generation, comprehensive vehicle fleet management, and admin and sub-admin account controls.

📌 Sahayya Finserve

07/2023 - 09/2023

- Sahayya Finserver, a Bangalore-based Non-Banking Financial Company (NBFC), specializing in facilitating loans for small and medium-scale businesses. Enhanced operational efficiency through streamlined loan disbursement and borrower onboarding processes. Successfully maintained a focus on affordable interest rates, contributing to the company's commitment to financial inclusivity.

📌 Today's Bharat

08/2020 - 11/2020

- Today's Bharat is a dynamic Social Media platform, enabling user connections through photo and video sharing, along with interactive features like following, chatting, posting, commenting, and liking. TB offered functionalities such as reporting, recording, duetting, adding music, exploring, searching, accessing world news, etc.

📌 Legal251

10/2019 - 03/2021

- Legal251, a comprehensive project, provides cross-platform online services for finance and legal matters. It includes a web app, an Android app, and four control panels for efficient service and document management. Seamless interaction with the Legal251 service team is a key feature.
- Legal251's team oversees and manages user-uploaded documents to aid in services and legal proceedings. Admins have control to monitor all activities performed by the executive team.

INTERESTS

- Automobiles
- eSports, Gaming & Hardware
- 3D Design & Animation
- Electronics & Gadgets
- Crypto & Blockchain
- Astronomy & Physics