

Profile

8 years of experience as User Experience Designer + Masters in Design from Arizona State University

Skills

User Experience

Interaction

Visual Design

Coding

Tools

Gathering Requirements

Wire Framing

Typography

HTML

Axure

Concept Creation

Low Fidelity Mocks

Color

CSS

Sketch

Story Boarding

High Fidelity Mocks

Icon Creation

javaScript

Invision

End to end User Flows

Prototypes

Branding

jQuery

Omnigraffle


Information Architecture

Style Guides

Adobe CS

Persona Creation

Usability Testing



Employment History

Experience in designing enterprise and customer facing web and mobile applications

April 2015 - Present

User Experience Designer, Cisco

- Showing the ability as an all rounded designer with both **Interaction** and **Visual design skills** with **self direction** in projects related to **managing data centers and Infrastructure of Service Providers**.
- Single handedly collaborating and designing in a fast paced **agile work environment** and simultaneously providing designs for ten development scrum teams.
- Achieving very **complex networking functionalities** through **simple and delightful UI** where some of the features were considered for **patenting in Cisco**.
- Facilitating **usability studies**, exhaustive **heuristic evaluations** and **analyzing research reports** at every stage of the project to provide the best possible user experience.

Oct 2014 - Mar 2015

User Experience Designer, Cisco

- Designing the core features through multiple phases** for a very complex **Cisco's Intercloud Services Platform (CIS)** that focused on Software-as-a-Service (**SaaS**), Network Function Virtualization (**NFV**) for Service Provider, enterprise customers and Hybrid Cloud enablement.
- Establishing design process and visual style guidelines** for **multiple releases in CIS**. Designed for critical components such as **CIS Landing Page, Project Management, Monitoring, Business Management Console and Support Portal**.
- Constantly producing **new ideas, solutions** and designing **Proof of Concepts** that were presented at **Cisco Live** which **won many customers** for CIS.
- Organizing **UI/UX demos, reviews and signing off designs** being pushed to production at regular cadence.
- Collaborating with large team** of designers, developers and mentoring junior designers in familiarizing with Design process, Design Thinking and Methodology.

Mar 2014 - Sep 2014

### Interaction Designer, Cisco

- Envisioning and designing **best in-class user experience** for **Cisco's largest Small Medium Business Market place** (SMB) by partnering with cross functional teams and defining the user experience for buyers and sellers at a large scale **functioning in 6 countries - India, China, Brazil, Indonesia, Mexico and EMEA.**
- Combining the **usability research results** with **clear design insights** and providing the most consistent, simple and delightful **UI with localizations** for all countries' platforms that were responsive produced for Desktop, Tablets and Mobiles
- Complete ownership of user experience as well as visual assets and also developing front end UI in HTML, CSS and JavaScript.

Mar 2011 - Feb 2014

### Interaction Designer, Navitas Consulting

- Delivering designs that span all project phases from **concept and design** to production and documentation (task flows, scenarios, information architectures, interaction models, wireframes, storyboards, low-fidelity prototypes, specs, and guidelines) across multiple domains such as **Education, Entertainment and social networking.**
- Showcasing the ability to deal with ambiguity and successfully **juggling multiple, varying assignments** from conception to completion in a fast-paced environment while working with **direct clients.**
- Hands on experience in developing quality prototypes with **Front End Development Tools and Code.**

Mar 2010 - Feb 2011

### Graphic Designer, Venchars Media Communications, India

- Designing **graphic, video, and audio support** to media, product, by mainly supporting clients from **Pharmaceutical and marketing industry.**
- Complete responsibility of creating user-centered interaction models, wireframes, user flows, and screen mockups, providing comprehensive Visual Style guide and closely working with developers to sign off development work.