

Work Experience

Building Next-Gen Financial Analysis Tools (UX Designer)

Deutsche Bank (Jan 2024 - Present)

Design for Discovery and Conversions (UX Designer II)

CaratLane (Sep 2023 - Dec 2024)

- Designed and Deployed the 'Referral Program' collaborating with the dev, content, product and business teams
- Implemented listing page experiments that brought in 15,000 unique product page views
- Increased filter engagement by 30% on web based listing pages in-turn increasing PDP Share and conversions

VR for Medical Support Staff (Co-Researcher)

R&D AIIMS Rishikesh (Jan 2023 - Jun 2023)

- Successfully conducted research with over 150+ nursing staff at AIIMS Rishikesh
- Build and tested 3 different prototypes to train and test empathy behaviour- VR, 360 video and mobile-based
- Conducted focus group interviews, learned about navigating the permissions process

VR for Fire Safety (Student Project, RISD)

ONGC Dehradun (Jan 2019 - Dec 2019)

- Build a Fire Safety Module with 2 distinct maps and custom interactions
- Collaborated with Fire safety engineers to model the fire physics
- Presented the VR App to GM ONGC Dehradun

Cybersecurity and High Density UIs (UX Design Intern)

Cyware (Sep 21 - Sep 22)

Designing a Hyper-Scalable Design System (UX Design Intern)

Siemens (Jun 21 - Sep 21)

Education

School of Design, UPES Dehradun

Bachelors of Design (Jun 2018 - Aug 2022)

- Worked on a projection mapping installation for the setup of the IxD Lab at the School of Design
- Assisted and Contributed on a Ph.D Project for developing softwares to diagnose and treat dyslexis people