



PROFILE

I am a UI/UX Designer proficient in solving problems and seeking solutions that creatively align with users' needs and business goals. The projects that I have worked on have helped me build my expertise in Research, Design and Prototyping. My experience along with my interest in art will help foster an inclusive design process and produce a cohesive end result.

EXPERIENCE

Junior UX Designer

UX Rescue | Nov '20 - Present

- Collaborated with team to rebrand and redesign the He Rose website (using Weebly).
- Performed competitive analysis, market research, branding, UI Design and usability testing.

Product Design Flex Program

Thinkful | Jul '19 - Oct '20

- Employed industry best practices and design process standards with a focus on UX Research, UX Design and Visual Design.
- Executed user-research surveys, interviews and market research to develop personas, user stories and user flows
- Developed sitemaps, wireframes, mockups and hi-fi prototypes for web and mobile applications..
- Created brand identities such as brand logo, color palette and style guide.
- Improved usability through task-based user tests and A/B tests of wireframes, mockups and prototypes.
- Implemented UI/UX design decisions to create consistent, intent-rich, aesthetically elegant and functional products.

Cardiac Monitor Tech

Pottstown Hospital & RWJUH | Jun '17 - Apr '19

- Monitored upto 40 patients per shift. Interpreted and documented accurate cardiac rhythms every 4 hours and with each change of rhythm.
- Provided technical training to new team members and supported onboarding.

Research Intern

Karpagam University | Mar '09 - Sep '09

- Determined the ability to remove toxic dyes from textile industry wastewater, leading to proper textile wastewater treatment.
- Worked one-on-one with mentors to develop technical, time management and communication skills.
- Presented a paper on "Trend and Perspectives in Biotech".

SKILLS & TOOLS

Skills: User Surveys, Competitive Analysis, User Personas, User Stories, User Flows, Wireframes, High Fidelity Mockups, Usability Testing, A/B Testing, Prototyping, HTML, CSS, Git, Github

Tools: Figma, Sketch, Adobe XD, Adobe Photoshop, InVision, Google Forms, Draw.io, Xtensio, Usability Hub, Slack, Miro, Notion, Weebly

PROJECTS

Your Space:

<https://youtu.be/2pD7RbClfc8>

A cloud storage web app to help users create, upload, organize, share and store data.

Choiz:

<https://youtu.be/8eT63GjJEzY>

An iOS app to help people with dietary restrictions find restaurants.

Dazzle:

<https://youtu.be/mdKo18bfEPM>

An e-commerce iOS app that focusses on increasing business from repeat customers.

Ride (in-progress):

An android app that creates one day travel plans based on user's interests.

Availy (in-progress):

A responsive web app to help users, plan, schedule and coordinate events and meetings

EDUCATION

Multimedia Graphics and Design

Web Page Design & Development

Delaware County Community College

Master of Philosophy

Biotechnology, Karpagam University

Master of Science

Biotechnology, Bharathiya University