

RECENTLY

MS in Product Design

Stanford University ■ SEP 2011 - JUN 2013
Coursework focused on human-centered design, interaction design and brand strategy.

Experience Design Intern

Crispin Porter + Bogusky ■ SUMMER 2012
Worked on brand experience design for companies like Windows Phone and Arby's.

Teaching Assistant

Stanford University
Assisted classes at Stanford d.school, in HCI and Product Design. Mentored students, created teaching material and managed class logistics.

@Stanford with S. DOORLEY
Reimagining the on-campus college experience.

Social Brands with J. AAKER and C. FLINK
Participatory and human centered marketing

Good Products, Bad Products with D. BEACH
Qualitative aspects of product quality

Human Values in Design with D. KELLEY
Introduction to design thinking

Design and Business Factors with W. BURNETT
Business basics for product designers

Prototyping Interactive Systems with W. MACKAY
Design methods for interactive prototyping

PREVIOUSLY

Co-founder and Chief Design Officer

iTasveer.com ■ APR 2006 - AUG 2011
Personalised photo products company co-founded with three friends. Responsible for the UX design, front-end engineering, marketing and all product development. Led the sales effort that led to an acquisition in August 2011.

Head of Product

Zomato.com ■ FEB - MAY 2011
Managed a team to design and launch Zomato's mobile apps for iOS, Blackberry, Symbian, Playbook and a redesign of their restaurant pages.

Startup Evangelist

CIIE, IIM Ahmedabad ■ JUL - SEP 2010
Co-organized a nationwide entrepreneurship event in collaboration with The Economic Times. Designed the process and produced a toolkit for their mentoring initiative.

Business Analyst

Kinapse Consulting ■ JUN 2005 - APR 2006
Created an MS Excel tool to evaluate the cost effectiveness of clinical trial locations in Asia.

M Tech. & B Tech. in Biochemical Engineering

IIT Delhi ■ JUN 2000 - MAY 2005

DESIGN SKILLS

Design Methods

Ethnography and User Research, Ideation, Synthesis, Quick Prototyping, Process Facilitation

UX and Interaction Design

Wireframing, Interactive Prototyping, Visual Design

Front-end Engineering

HTML, CSS, jQuery

Software Toolkit

Photoshop, Illustrator, InDesign, Fireworks, Processing, Arduino

INTERESTS

Dance

Taught and performed Salsa in India as part of Salsa India Productions.

Theatre

Performed in three productions staged at multiple venues in Delhi as part of the theatre group Dramatech.