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EDUCATION:

MA Interaction & UI/UX Design	Academy of Art University, San Francisco	2022-2024
Master of Business Administration	ICFAI Business School of Hyderabad, India	2017-2019

WORK EXPERIENCE:

User Experience Intern	Exigyn, San Francisco USA	April 2024 - July 2024
<ul style="list-style-type: none">Based on early customer requirements, I designed a feature to enhance clinical trial forecasting, aligning closely with customer expectations and product goals.I utilized Figma to implement low-fidelity designs, collaborating with a FE engineer and Product manager.This allowed us to visualize diverse design approaches and brainstorm ideas effectively for the new feature, ensuring alignment with project objectives and user needs.		
Implementation Engineer	Sapiens, Bangalore, India	March 2019 – March 2022
<ul style="list-style-type: none">Focused on bridging gaps between end users and developers to understand user needs and translate them into intuitive design solutions.Streamlined user workflow with clear interface design, effectively meeting customer needs.Led business discussions and engaged senior stakeholders to clarify product requirements, facilitating the delivery of bug-free, user-centered design interfaces.Presented solutions to customers, fostering communication and gathering feedback on design rationale.		
Management Intern	SkillFirst Digital Pvt Ltd, India	March 2018 – May 2018
<ul style="list-style-type: none">Designed a finance application to provide stock insights, enhancing customer analysis capabilities.Conducted quality checks to validate and verify use cases, ensuring a seamless user experience.		

PROJECTS:

Healthylicious - Food App Design

- Conducted research using surveys and netnography to gather insights into food habits for user.
- Utilized user feedback to validate use cases through medium-fidelity wireframes for diverse personas.
- Analyzed testing data to enhance designs and achieve early validation.
- Developed interactive wireframes and prototypes to facilitate seamless collaboration with developers.

Restaurant - Rebranding

- Conducted comprehensive research on the business, mission, and vision to build design foundation.
- Created impactful designs for advertisements and merchandise, significantly expanding audience reach.
- Developed mockups for the website and iPad to optimize ordering efficiency, strengthen online presence.

Museum - Website design

- Developed HTML code to construct webpages and interlink them according to the site map, resulting in a content-rich website.
- Implemented a CSS and JavaScript style guide to incorporate a carousel for images and image zoom functionality, enhancing the visual appeal and user-friendliness of the website.
- Created a moodboard to visualize an immersive museum experience tailored for a diverse audience.

Furry Heaven - Mobile App Design

- Mapped out the user journey for hiring a pet sitter using a mind map, integrating product design principles, and prioritizing search as the initial user story for resolution.
- Conducted competitive analysis to gain insights into the pet industry, identifying gaps in current solutions.
- Designed and tested workflows for hiring pet sitters, emphasizing intuitive product design and user-friendly UI. Included flexible options such as daycare and dog walking services.

TOOLS/SKILLS:

Figma, Illustrator, HTML, CSS, Photoshop, Premier Pro, InDesign, JavaScript, After Effects, Wireframing, Prototyping, User Interface (UI), User Experience (UX), User Interviews, Usability Testing, Persona, Journey Mapping, A/B Testing, Product Thinking, Typography, Design Systems, Customer Journey Analysis, Behavioral Analysis, Agile Methodology, Heuristic evaluation, Style guide, Iconography, Logo design, User Research, Competitive Analysis, Scrum, Jira, Sprint, Framer

