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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:

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

## 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