

## About Me

### UX Architect

I am a seasoned design professional with 13+ years of industry experience.

— Experience leading UX design efforts comprising “Research to Implementation” phases to deliver online experiences that **increase customer engagement** and **maximize business goals**.

— Have completed several projects including website and mobile designs for **insurance, banking/finance and telecommunication** domains.

— Experience working in **SAFe agile** development methodology. Ability to communicate design concepts across different audiences - stakeholder, product owner, business analyst and developer.

— Have **Usability analyst certification** (CUA) with Human Factors International in 2008.

## Experience

### Infosys / Sr. UX Consultant (JUL 2012–PRESENT)

Responsible for working with client project teams to offer digital solutions. Hands on experience along with leading a team of designers. Designed digital experiences for enterprise web apps, responsive websites and mobile apps for numerous clients viz. Travelers, Barclays, American Express, Finacle etc.

Received client appreciations on multiple projects for achieving the envisioned experiences and design goals.

### Human Factors International / Sr. Usability Specialist (FEB 2008–JUN 2012)

Handled responsibilities including expert review, usability evaluations, user research and user interface design. Worked with major clients like HP Labs, Rolta India, SBSA South Africa, Reliance Communications.

Significant contribution on the UX team that played key role in the success story of Rolta India's journey of Institutionalization in UX.

### Desmania Design Pvt. Ltd. / Lead Designer (NOV 2005–FEB 2008)

Lead team of product designers to offer design solutions on packaging design and tangible product interactions and ergonomics. Major clients included P&G, Marico, Hindustan Pencils.

### Larsen & Toubro Ltd. / Product Designer (AUG 2003–OCT 2005)

Worked on in-house projects including designing control panels, product ergonomics and aesthetics.

### ABB Research Center, Germany / Design Intern (MAY 2002–AUG 2002)

Worked with a product team to develop an approach to address design for variety within a product portfolio to optimize design variations catering to varied markets.

## Education

### Indian Institute of Science, India

#### M.Des Product Design

2001–2003

Project based learning involving elements of design, user research, tangible interactions, prototyping and testing methods.

## Skills

### Design

User empathy, work flows, concept sketches, clickthrough wireframes with sketch and InVision

### Prototyping

Prototyping using Sketch and InVision, AxureRP

### Research

Contextual Inquiry, In person user interview, Usability testing, persona development, user journey mapping

### Collaboration

Facilitating design critique, collaborative design with agile team