

STRENGTHS

Design

Sketching
Storyboarding
Wireframing
Prototyping
Motion Design

Research

Competitive Analysis
User Interviews
Surveys
Card Sorting
A/B Testing
Usability Testing

SOFTWARE

Sketch
Figma
Adobe XD
Photoshop
Illustrator
Origami
Principle
After Effects

PROGRAMMING

Python
HTML, CSS

INTERESTS

Photography
Electronic Music
Sustainability

EXPERIENCE

Victoria's Secret

Product Designer, Personalization | Jan 2020 - Present

- Designing multi-channel personalization experiences to reduce browsing friction and improve customer retention
- Designed a new feature to reduce cart abandonment leading to a 3% increase in orders with a projected \$6M+ increase in revenue per annum on mobile

Product Designer, Navigation | Oct 2018 - Dec 2019

- Redesigned the sitewide offers' experience to boost customer engagement by improving discoverability and usability
- Redesigned the mobile navigation to enhance way-finding and product discovery for customers
- Conducted user research (interviews, usability testing, card sorting) to uncover critical customer insights and understand pain points in the customer journey

Wonderus LLC | June - Oct 2018

Product Designer (Freelance)

- Optimized sign-up and invitation flows to improve conversion
- Conceptualized and designed user flows for core functionalities of the app
- Improved visual design to deliver a consistent and unified user experience

Duo Security (acquired by Cisco) | May - Aug 2017

Product Design Intern, Mobile

- Redesigned the Security Checkup feature to accommodate edge cases and improve users' trust in the feature
- New designs adopted by over 2.5M users of Duo Mobile in first three months after release in 2017

EDUCATION

University of Michigan School of Information | April 2018

Master of Science in Information (major in Human-Computer Interaction)

University of Mumbai | May 2016

Bachelor of Engineering (Electronics Engineering)