


10+ YEARS IN THE INDUSTRY




Senior UX Designer at VMware Inc.

August 2018 to Present | Large Enterprise

Responsible for the end-to-end UX of more than 10 internal web and mobile applications used daily by ~40,000 employees globally. Collaborate with business stakeholders & PMs to influence product strategy, engage UX Researchers to understand employee needs & challenges, design mockups & test prototypes before partnering with engineers to bring the concepts to life - as demonstrated in the following examples:

- Oasis Store:** In partnership with the IT hardware team, evaluated & quantified the shortcomings of employees using a ticketing system to order hardware, influenced the business decision to replace it with an online store for which I crafted & partially coded the storefront interface. The result: Oasis Store provides a consumer-grade online shopping experience for employees, has processed more than \$3.5 million in orders, has saved 350+ work hours and more than \$250,000+ for the hardware team since September 2021.
- VMware Genie:** Designed scalable and re-usable UI building blocks to enable text conversations with VMware’s homegrown AI chatbot. Regularly act as a consultant for teams across engineering, HR, legal etc to construct conversation flows for their domain-specific chat channel. Created interactive prototypes for testing and socializing among stakeholders. The chatbot handles ~3,500 conversations per week and reduces dependency on human agents by ~10%.
- VMware Source:** Led a team of 3 designers for VMware’s intranet platform. Self-initiated the overhaul of the CMS backend to make content creation modular & intuitive for authors. Presented the vision to service owner and PMs to get buy-in. Laid the foundation for a design system that will scale easily to manage different content types & administrative functionality. Redesigned the intranet homepage (1 million+ views) to be more engaging and productive.
- Event Management Portal:** Led the research and initial design of an internal event management portal which transforms an archaic, convoluted process into a simple interface for event organizers to request & track services. It also enables service providers (such as A/V, security, janitors etc) to manage and tailor their services & chargebacks based on location and type of event. This portal has reduced operations time for the events team by 50% and saved \$132,000 annually since 2019.


Currently, I am responsible for the CRM tool design and strategy for improving the sales experience for VMware’s ~12,000-member sales organization. I also act as a mentor for junior designers and interns.



UX Designer at Juniper Networks

June 2015 to August 2018 | Large Enterprise


- Transformed the enterprise search interface to allow Juniper’s employees to easily find documents, policies and colleague information easily.
- Built a design system to ensure consistency across applications and to make developers more efficient.
- Designed a proof-of-concept application to facilitate data-driven decisions about resource allocation based on usage across the company's campuses.
- Conducted a heuristic evaluation and proposed a redesign of the company's employee directory.



Interaction Designer & Front-End Developer at Uberics Consulting

November 2011 to July 2014 | 10-person Startup

- Led the design of Uberics' marketing platform across 3 major areas: Marketing, Support and Retail.
- Responsible for the interface of all web, smartphone and tablet applications - from wireframes to visual design to front-end development.



Interaction Designer & Front-End Developer at NetBramha Studios

July 2010 to November 2011 | 3-person Design Agency

- Designed and developed websites & interfaces for 20+ clients such as Cisco India and EKA Plus.
- Created wireframes and developed the web interface of 2 large-scale applications - a social network for doctors and a knowledge base for lawyers.

EDUCATION



Master of Science
Human-Computer Interaction

Indiana University

May 2016



Bachelor of Engineering
Information Science & Engineering

VTU, India

July 2010

SKILLSET

User Research

User Interviews

Contextual Inquiry

Focus Groups

Surveys

Heuristic Evaluation

Design

Wireframes

Prototyping

High-fidelity mockups

Visual Design

Usability Testing

Design Critique

Tools

Figma

Adobe Creative Suite

UserZoom

Atom

Miro

XCode

Coding

HTML

CSS

Javascript

Magento

Wordpress

Objective C (iOS)