


10+ YEARS OF WORK EXPERIENCE



Senior UX Designer at VMware Inc.

August 2018 to Present


- As of February 2022, I'm leading the design and strategy for improving the CRM experience for VMware's Sales team. In addition to enhancing the CRM tool to adapt to our needs, I have introduced the design process to the broader team, organized focus groups to gather feedback about the previous release and I'm now collaborating with the PM and research teams to define the future UX strategy.
- From November 2020 to January 2022, I led the design team for VMware's intranet website. The first major accomplishment was redesigning the homepage to be more productive and engaging. Following that, I redesigned the article creation interface from the ground up, providing an intuitive and modular approach to composing an article.
- Along with the IT hardware team, I evaluated and quantified the shortcomings of using a ticketing system to order hardware. I crafted the UI of the Magento store which now provides a consumer-grade online shopping experience to every VMware colleague.
- I was also the lead designer for internal applications such as an events portal, loaner laptop reservation app and shuttle reservation & tracking application.
- I am a mentor for junior designers and interns in the team.



UX Designer at Juniper Networks

June 2016 to August 2018


- Built a design system to ensure consistency across applications and to make developers more efficient.
- Created wireframes, interactive prototypes and delivered production-ready front-end code for internal apps.



Internship - UX Engineer at Juniper Networks

June 2015 to August 2015


- 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

- 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

- 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, Bloomington

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

Visual Design

Usability Testing

Design Critique

Coding

HTML

CSS

Javascript

Magento

Wordpress

Objective C (iOS)

Tools

Figma

Adobe Creative Suite

Atom

XCode