

## SCHOOL

2000 - 2004: BFA Graphic Design (Distinction), California College of the Arts, San Francisco

1999 - 2000: Foundation Course, Srishti School of Design and Technology, Bangalore

## WORK

### JANUARY 2012 - PRESENT: LEAD DESIGNER, ROOM 77

[room77.com](http://room77.com)

Room 77 is a hotel metasearch website and mobile application. I am responsible for the UX, UI and visual design of the website, iOS and Android apps, as well as branding and marketing design.

### OCTOBER 2012 - DECEMBER 2012: UX / VISUAL DESIGNER (CONTRACT), PIVOTAL LABS

[pivotallabs.com](http://pivotallabs.com)

I currently work with a pair of developers and a PM at Pivotal to design the UX and UI for a responsive mapping web application. I started with wireframes, moving on to visual design and then providing image assets and CSS to the developers. I am also developing an OOCSS-based style guide that lives in the codebase, and I make adjustments to the application CSS when the style guide is updated based on new features and mockups.

### JUNE 2011 - OCTOBER 2012: SENIOR DESIGNER, CRUISEWISE

[cruisewise.com](http://cruisewise.com)

I was responsible for UX and visual design at CruiseWise, a San Francisco-based online cruise booking travel agency. The cruise booking process consists of several steps: finding an itinerary, picking a date, selecting a cabin type and then a specific cabin for the correct number of travelers. I helped simplify this process by sketching user flows that I then translated into visual designs. I provided assets and mockups to the engineers using Pivotal Tracker, and sometimes built pages in HTML / CSS.

### JUNE 2008 - JUNE 2011: FOUNDER, TOPIC STUDIOS | DESIGNER, ADOBE SYSTEMS, INC.

[topicstudios.com](http://topicstudios.com)

At Topic I worked on web design and development projects as the designer and project manager. I managed an overseas team of developers as we built ecommerce, content management and event calendar functionalities for large web applications.

I also contracted with Adobe as a UI designer for Photoshop Elements and photoshop.com

CLIENTS: HIMALAYA HEALTHCARE, DOSA, THE OBERLIN DANCE COMPANY, ADOBE SYSTEMS, INC.

### JUNE 2005 - JUNE 2008: DESIGNER, VISHÉ INC.

[visheinc.com](http://visheinc.com)

I cofounded Vishé in 2005, designing brand identity, print collateral and websites for over 100 clients over a three-year period.

CLIENTS: THE DORIS AND DONALD FISHER FUND, THE JEWISH FILM FORUM, ACT NOW PRODUCTIONS, THE AMERICAN INDIA FOUNDATION, NAPO PHARMACEUTICALS, NOVO NORDISK, GREEN HALO DESIGNS

### MAY 2004 - JUNE 2005: JUNIOR DESIGNER, TENAZAS DESIGN

[tenazasdesign.com](http://tenazasdesign.com)

Lucille Tenazas hired me a week after graduation, and under her guidance I worked on my first real world identity and print projects. I played the roles of graphic designer, production manager and doer-of-tasks-girl for the studio.

CLIENTS: THE SLANTED DOOR, THE SAN FRANCISCO JEWISH FILM FESTIVAL, THE SAN FRANCISCO AERONAUTICAL SOCIETY, THE SAN FRANCISCO SCHOOL

## TECHNICAL

Adobe CS6, TextMate, Pivotal Tracker

## ON THE SIDE

### BEATLIST

[beatlist.com](http://beatlist.com)

Beatlist is a wi-fi jukebox and iPhone app that I work on with my friend Mike Risse. We hope to release the app soon.

### HUESOUND

[huesound.org](http://huesound.org)

Huesound is a colorful way to find new music. Winner of the rdio api prize at SF Music Hack Day 2011. In collaboration with @mayhem and @aeon.

### WOMEN 2.0

[women2.com](http://women2.com)

I participated in Founder Labs organized by Women 2.0 in 2010 where I worked on a mobile payments idea with three other entrepreneurs.

### SRISHTI, BANGALORE

[srishti.ac.in](http://srishti.ac.in)

I taught the course *History of Graphic Design* to juniors at the Srishti School of Art, Design and Technology in the Summer of 2009.

### CCA, SFMOMA

I designed the CCA Fashion catalog in collaboration with Sarah Lindsey and it was included in *California College of the Arts at 100: Innovation by Design* exhibit at SFMOMA.