



EXPERIENCE

PRODUCT DESIGN INTERN, INTUIT

May 2018 - Aug 2018 | Plano, Texas, USA

Worked on **document management for accountants** - to help generate faster tax returns, and the One Intuit Accountant project - to design a seamless experience between Intuit's accounting and tax products.

- ▶ Conducted 15+ user interviews with early lo-fi a/b testing and usability tests along with the chief user researcher.
- ▶ Drew insights into users' pain, aligned them to business goals and iterated with lo-fi mocks before deliberating on shipping decisions.
- ▶ Researched current product experiences, interviewed stakeholders from across Intuit and used storyboarding and journey-mapping frameworks to gather empathy for users.
- ▶ Mapped transitions from current to ideal product states that would reduce customer call and training costs, generate faster account setups and drive the **'One Intuit' brand identity**.
- ▶ Also participated in Service Blueprinting, rapid prototyping and doodled visual maps to empower team brainstorming.

SOLUTIONS ARCHITECT, AKAMAI

Mar 2013 - Jun 2017 | Bangalore, India

Analyzed websites and developed customized proof of concepts to justify Akamai's product value and improve end-user experience. Customers included sales and engineering teams of mainly Fortune 500 companies from across the globe.

- ▶ Served as subject-matter-expert for two of Akamai's products.
- ▶ Re-designed the new-hire training for Akamai sales teams, globally.
- ▶ Trained sales teams from across USA, Costa-Rica, Japan and Bangalore in web performance and front-end optimization.
- ▶ Mentored and groomed four new hires individually, into dependable resources within six months.
- ▶ Designed infographics to assist Akamai product marketing teams.

SYSTEMS ENGINEER, INFOSYS

Nov 2010 - Dec 2012 | Chennai, India

Worked as a **FinTech** engineer on UI development, automation testing and back-end debugging.

EDUCATION

TEACHING ASSISTANT, THE NEW SCHOOL

Oct 2017 to date | New York City, USA

Tutoring students majoring in UX Design and Data Visualization on creative coding with JavaScript.

Worked as an **instructional designer** to improve online courses for students and faculty of various age groups.

M.F.A. DESIGN AND TECHNOLOGY

Aug 2017 - May 2019 | New York City, USA

Parsons School of Design | CGPA 3.93/4.0

B.E. COMPUTER SCIENCE AND ENGINEERING

Aug 2006 - May 2010 | Nitte, India

NMAM Institute of Technology | GPA 3.6/4.0

ACHIEVEMENTS

- ▶ 'Zagrut' won 3rd place with a \$20,000 prize among 100+ projects, at the PILOT Innovation Challenge, National Association of Broadcasters, USA, Jan 2019.
- ▶ Awarded for outstanding contribution towards product benchmarking, client satisfaction and intra-team initiatives, Akamai, Bangalore, 2015.
- ▶ Reached the Top 30 from 475 ideas at the Global Idea Summit, 'Akamai Wizards', 2014.
- ▶ Secured first rank in the Design Thinking evaluation by 'The UX Academy', Infosys, 2012, from 300+ participants across Infosys, India, that recognised potential designers.
- ▶ Created MadeByMAD.design - personal graphic design label for tees and other merchandise.

SKILLS

- ▶ Sketch, Invision
- ▶ Adobe Creative Suite
- ▶ HTML, CSS, JavaScript
- ▶ Basic OO Programming
- ▶ Unity, 2D, 3D, VR
- ▶ Data Visualization
- ▶ Computational Art
- ▶ Mentoring / Leadership
- ▶ Storytelling
- ▶ Singing / Mimicry