

Experience

SAP Labs Pvt. Ltd.

User Experience Design Associate
June 2016 - Present

Worked with product owners to validate product requirements, finalize usecases and develop user stories.
Executing user research, wireframes, prototypes, user testing for topics such as General Data Protection Regulation (GDPR), Plangraph (Explosives Management/Defense), Customer Project Management.
Collaborating with development teams throughout sprint cycles.

Samsung R&D Institute India

Senior User Experience Designer
Feb 2015 - June 2016

Worked with the India centric product team for Tizen. Was involved in creating UX Proposals, scenario building, user research, consumer validation and trend research for projects like My Galaxy.
Pushing concepts for commercialization and identifying potential opportunity areas for Samsung.
Supporting Korea R&D in understanding Indian market for My Galaxy project by providing valuable insights for entry level smartphones market.

Nappa Dori

Product Designer | Jul 2014 - Feb 2016

Market research & design insights, proposing design directions & opportunity areas.
Ideation, prototyping and production of new product ranges. Sourcing material, locating vendors.

Other Initiatives

Zwende

Design Consultant | Jan 2017 - April 2017

Worked hands on with the founders to develop a visual design language for startups' website. Was involved in giving product design feedback & suggesting specifications for the products to be launched.

Recent Achievements

Presented a research Paper titled "Keep It Simple, Stupid for Trust" at the Interfaces and Human Computer Interaction (IHCI) 2018, Madrid.

Filed a Patent for a current project at SAP (Patent Pending).

Education

National Institute of Design

Masters in Design, (M.Des), Product Design, 2011 - 2014

College of Art, Delhi University

Bachelors of Fine Art, (BFA), Commercial Design, 2008 - 2011

Skills

Sketching, User Research, User Interview, User Testing, Wireframing, Rapid Prototyping, Storyboarding, Usability Testing, Design Thinking

Tools

Principle
Adobe Creative Suite
Axure RP 8
Keynote

Languages

English
Hindi
German (A1 level)

Interests

Design Thinking

Coaching Product Teams at SAP to effectively use Design Thinking to improve their Products.

Illustration

I love to illustrate in my spare time. I use watercolors and ink pens to detail my drawings. Work featured in publications like creative Gaga, Kyoorius.