

EDUCATION

Masters in Information Management & Systems – UC Berkeley School of Information 2014 – 2016 (Expected)
Specialization: User Research, Product Analysis, and International Development

Bachelor of Engineering, Computer Science – Birla Institute of Technology & Science, Pilani, India 2004 – 2008

SKILLS

User Research – Enterprise UX, Interviews, Persona, Journey maps, Surveys, Diary Study, Prototyping, Usability Testing

Data Analysis and Visualization – R, Tableau, SQL, Python, JavaScript, HTML/CSS

PROJECTS

SaveSense (March 2015) – a financial health mobile app for millennials. Designed a survey and interviewed over 70 users to understand and develop insights into their behavioral habits behind investing and saving.

Gett (April 2015) – a peer-to-peer delivery app. Devised a research plan and conducted contextual inquiries, interviews, surveys and diary studies. Assessed users' emotional and social motivations to drive high-fidelity prototype design.

Flock (Sept 2014) – a tour management app for guides. Conducted interviews, observations, affinity diagramming and usability testing, leading to an essential product pivot from wearable to mobile app.

EXPERIENCE

Dost, Co-Founder

UX Research, Entrepreneurship, 2015

- Spearheaded design of overall research plan and interview guide. Conducted over 150 user interviews and surveys during a one-month pilot in Mumbai, India to enhance the onboarding experience.
- Analyzed user engagement data in Tableau and Python Pandas and produced insights that informed new features and removed inefficient processes.

Castlight Health, Research Intern

Exploratory Research & Data Analysis, 2015

- Interviewed doctors and quality practitioners for physician quality metrics and combined it with insurance claims data to assess significance, relevance to users and the feasibility of features.
- Presented recommendations to the Business Heads through interactive dashboard visualizations, which greatly accelerated the introduction of a major feature into the main product.

Adobe Systems, Computer Scientist

Product Design & Development, 2011 – 2014

- Directed the user interface development team in streamlining Adobe Captivate's interface and workflows, which led to an increase in trial conversion rates by 150%.
- Steered discussions with the UX Design and Product Evangelist teams in scoping features for the release.
- Re-architected the workflow of creating advanced interactions, transforming it from a rarely used feature to becoming the second most-used feature in Captivate.
- Interviewed customers to propose and prototype new concepts, such as pre-packaged assets for content developers. This was a main release feature and was positively acclaimed amongst beginner and power users.
- Initiated the development of a Kinect-based UX Research utility that provided real-time product feedback.

Samsung Electronics, Senior Software Engineer

Mobile Application Development, 2008 – 2011

- Performed requirement analysis and design evaluations with business clients and designers for Samsung's first Linux mobile platform. The project was awarded "#1 Business Contribution" across Samsung Global in 2009.
- Served as the primary liaison manager between Vodafone Germany and Samsung South Korea.

AWARDS

- Grand Prize (\$12,000) – Capital One People & Money Hackathon for [SaveSense](#) (2015)
- Dean's Scholarship (\$5000), Finalist – Big Ideas Berkeley, Berkeley LAUNCH, Clinton Global Initiative for [Dost](#) (2015)
- Best Overall App & Best Heritage App – UC Berkeley "Hack The Hearst" Hackathon for [YapiKapi](#) (2014)