

## Key Skills

### Design Skills

UI/UX Design  
Research  
Prototyping  
Design Sprint

### Interests

Mentoring  
Sketchnoting  
Workshops facilitation

### Tools

Sketch  
Photoshop and Illustrator  
Invision  
Flinto and Keynote

## Work Experience

Netapp

**Lead Designer**

(May '17 -Present)

- Working on web tool that helps users use Netapp Platform on third-party storage.
- Designing Netapp's analytics tool that focuses on predictive maintenance. Also, working on building a new version of the product based on new design system.
- Working on Application Data Management module that lets users provision Application based storages on Netapp's platform. Involved in user testing, UX and UI design.

Stayzilla\*

**Lead Designer**

(Oct 16' - Feb 17')

- Responsible for designing entire host experience. Designed the host dashboard that takes data and presents them into actionable information to users
- Designed the end to end experience of host badges. The aim of these badges were to provide a better ranking system to hosts.

\*The company closed shop on Feb 17'

Inmobi

**Lead Designer**

(July,13' - Jun 16')

- Worked on an android app focussed on helping millennials discover ecommerce products. Focus area micro-interaction, visual design and design sprint. My role also included running sprints to iterate on the prototype based on user feedback from qualitative and quantative data.
- Designed and co-led a team of 3 in re-defining and designing the mobile ad experiences increased conversions to 4X.

Paypal

**SR. INTERACTION DESIGNER**

(June,'12 June,'13)

- Worked on ios app focusing on credit card scan/authentication modules with an aim to simplify documentation process for small and medium online merchants
- Worked for onboarding user into the paypal system.

BNYM, Inautix

**Usability Analyst**

(June,'07 June,'10)

- Primarily worked on all trading platforms both web and desktop softwares.
- Worked on interaction design and user testing for the online trade system aimed at resolving trade breaks.
- Designed an online balancing systems that resolved trades with an area of focus on user research and interaction design.

## Patent

**A Method And System For Constructing User Profiles (4191/CHE/2014)** - I was able to patent and propose new interaction and design experiments to aid in better understanding of mobile users. Based on the research conducted across various user segments I was able to build new interaction in mobile ads that can be used to form cohorts based on users feedback and target wider audiences.

## Educational Qualification

B.Tech, Electronics from SASTRA ('03 - '07)

M.Des in Information design from National Institute of Design ('10 - '12)

## Volunteering and Other activities

**Dfrost, NID Design Fest President** (Mar, '12)- I was responsible for conducting inter college design fest. I was managing a team of 30 students under different departments. I was also personally responsible for the marketing and design team responsible for the logo, website, print credentials.

**TEDX Bangalore volunteer** (Feb, 12') - I was travel spoc responsible for leading a team 10. I was the hospitality SPOC.

**IXDA Bangalore student chapter** (Nov, 10') - I was student volunteer helping taking care of the marketing and sponsorships.

Continuously improving my skills through online courses from **skilshare** on user research, graphic design, sketching and calligraphy.

Still water - **Leadership Program** aimed at taking the leadership to the next level they do not need to change their personalities .

Interested in **sketchnoting** and **cartooning characters**. Organised session in Stayzilla...

Note: I'm based out of Bangalore (India), I'm open to moving. I might need help with sponsorship