

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 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 hospitality team.

IXDA Bangalore student chapter (Nov, 10') - I was student volunteer 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 Stayzila with Eva-Lotta Lamm.