

EDUCATION

University of Michigan School of Information	MS in Information- Specialization in HCI (exp- Dec'16) GPA: 3.88/4.0 Honors – Merit Scholarship
Indian Institute of Technology Guwahati	Bachelor of Design (May 2013) GPA: 8.2/10 Honors – Institute Merit Scholarship

WORK EXPERIENCE

Amazon Kindle Design Team	UX Design Intern (May'16 - present) <ul style="list-style-type: none">Created an author's journey in the book writing process to find touchpoints and mapped existing products to design an ecosystem map.Designing the MVP for Kindle Author Services- a marketplace for authors to purchase publishing services like editing, cover design.
LED Lab University of Michigan	UX Associate II (Nov'15 - present) <ul style="list-style-type: none">Conducting a study that examines how a Learning Management System can provide a student with personalized information about their course activity and performance.
Flipkart.com Marketplace Team	Interaction Designer (Nov'14 - July'15) <ul style="list-style-type: none">Designed the experience for Seller-Buyer Communication to foster growth and transparency in the marketplace impacting ~35k sellers.
InMobi Product Team	UX Designer (July'13 - Nov'14) <ul style="list-style-type: none">Designed UX for InMobi Native Ads, worked with PMs to helped it scale to 10% of network revenue and won 'Spotlight' award.Supported Supply and Analytics vertical with design doing task analysis, wireframes, flow diagrams and other deliverables.
TU Wien, Austria RISE-INSO Team	UX Design Intern (May'12-July'12) <ul style="list-style-type: none">Worked on designing a tablet app adopted from a desktop app for Vienna Airport Information system.
IIT Bombay, IDC Prof. Anirudhha Joshi	Design Intern (May'12-July'12) <ul style="list-style-type: none">Conceptualized, prototyped and tested a contextual user research led OCR based linguistic mobile app for unilingual users.

ACADEMIC PROJECTS

Thomson Reuters Onvio Term Project	Usability study of Onvio's Client Portal (Jan'16-April'16) Assessed needs, evaluated usability of Onvio - a cloud based tax & accounting software and presented 25+ findings and recommendations.
Seelio Term Project	Contextual Inquiry and Project Managment (Jan'16-April'16) Worked with the team at Seelio to identify ways to engage students in using their platform by understanding stakeholders' needs, values, behavior and motivations using Contextual Inquiry methods.
Befriend Thesis Project	A psychosocial care system for cancer patients (July'12-April'13) An ICT-based care system, Befriend through community participation helps cancer patients meet a holistic treatment promising all aspects of care needed-social, psychological, spiritual and medical.

SKILLS

Design Investigation

Brainstorming, Interaction Flows, Wireframes, Visual Design, Personas, Scenarios, Storyboarding, Sketching, Paper Prototypes, Contextual Inquiry, Work Models, Affinity Diagram

Evaluation

Usability Testing, Focus Group, Heuristic Evaluation, Think Aloud, Card Sort

Design Tools

Adobe CC (Photoshop, Illustrator, Indesign), Sketch, OmniGraffle, Balsamiq

Prototyping

Origami, Principle, InVision, Axure, HTML5/CSS3, Javascript, JQuery, Framer JS

RELEVANT COURSES

Needs Assessment and Usability
Contextual Inquiry and Project Mgmt.
Citizen Interaction Design
Introduction to Interaction Design
Fundamentals of Human Behavior
Information Architecture
Integrated Product Development
Design of Complex Websites
Design Methodology
Systems Approach to Design
Collaborative Design Methods
Graphic Design I & II
Typography Basics
Human Factors and Ergonomics
Design Management
Evaluating ideas in entrepreneurship

STUDENT LEADERSHIP

- Student Senate Member and Secretary of the Photography Club, IIT Guwahati during the year 2012-13

NOTABLES

- Top 3% - 5037 rank - IIT JEE'09
- Most Impactful Hack: Facebook-Hack for a Cause, Seattle
- First Position in "Smart Design" in Techniche 2010.
- Scholarship for NY Trek 2015
- Freelance Photographer, Traveller, Storyteller, Food Enthusiast.