

EXPERIENCE

Language Educator Aug '15 - Jul '19
New York

- Designed a phonetics-based Hindi curriculum.
- Taught 40 students —2 years to 59 years old.

Lead UX Researcher Dec '14 - May '15
Indiahomes, India-world Technologies, India

- Improved brand positioning through collected qualitative research data and devised strategies
- Managed a 7-members UI team, to develop web and mobile platform.

Business Strategy Consultant May '14 - Sep '14
Patine, Patina Designs, India

- Initiated qualitative and quantitative research of sales, competition, and customer profiles.
- Reduced 20% working capital by establishing ERP systems that tracked resources till demand fulfillment.
- Developed business plan for the company along with financial feasibility study for potential growth.
- Successfully implemented strategic expansion to open second store in Mumbai, India

Embellishment Designer Nov '10 - May '11
Product Developer

- All Saints Spitalfields, All Saints, India**
- Grew business by identifying new product categories and suppliers in India.
 - Ensured accurate and profitable conversion of designs through negotiations with vendors
 - Proposed new product concepts to London design team.

Design Specialist Jun '07 - Jul '10
Wills Lifestyle, ITC Ltd., India

- Developed women's range for Spring-Summer 2009 that sold 80% before end-of-sale.
- Worked closely with Italian design consultants and visited Hong Kong to observe eastern fashion trends.

AWARDS

Svachch, our concept stood 1st in a national competition and was awarded 100,000 Indian Rupees in Oct'12.

Presented 'Svachch' at a national conference, "Rising to Sanitation (or lack of) Challenge: a call to create the supply side platform" organized by the FINNISH society in February'13.

EDUCATION

Carnegie Mellon University, USA 2019-2020
Master of Human-Computer Interaction

- Human Robot Interaction - Research
- Persuasive Design - Social Psychology

National Institute of Design, India 2011-2013
Master of Strategic Design Management

National Institute of Fashion Technology, India 2003-2007
Bachelor of Fashion Design

SKILLS

User Research: Qualitative Interviews, Ethnography, Participatory Rural Appraisal, Personas, Affinity Diagram, Customer Journey Mapping

Software: Figma, HTML, CSS, JavaScript, Invision, Adobe Creative Suite, Video and Audio editing

PROJECTS

Hot Spot - Dissertation
Conceptualized a feature to guide new buyers browse through underlying real estate trends on 99acres.com.

Svachch (Clean)
Designed a sustainable sanitation system for rural India at iINNOVATE Global Student Innovation Challenge organized by UXIndia.com.

Manchan
Designed a scalable service platform for university students to share and promote creativity within the campus

Words and Audio Narration Interface (WANI)
Prototyped a mobile application (wirelessly connected to hand gloves) that enable better communication for the hearing and speech impaired.