

SUMMARY

Commended as a 'Passionate Learner' and 'Rising Star' for guiding junior designers, driving a culture of growth and securing numerous UX project contracts from existing and new clients.

EXPERIENCE

EXL | Product Designer II / Product Design Lead

2021 - Present

- Led and mentored junior designers, delivering high-quality designs for Fortune 500 companies with optimized user flow.
- Proficiently crafted deliverables following the UX process of requirements understanding, ideating, wireframing, prototyping and testing for 4 large-scoped and 7 small-scoped projects in the Education, Fintech and Insurance industries.
- Improved performance by 60% through shorter student transcript evaluation time enhancing counselors' productivity.
- Achieved an increase in project volume and client base by delivering exceptional work within demanding timeframes.
- Proactively collaborated with product managers and engineers within cross-functional Agile SCRUM teams.
- Realized improvements in digital product functionality and visual intuitiveness through strategic redesign. Aligned style guides for seamless user experience.

EXL | Frontend Developer

2020 - 2021

- Gained insights into the intersection of design and technical feasibility through close collaboration with the designer while developing the UI for a tool in ReactJS for a prominent global e-commerce payment platform.
- Engaged in a team with cross-functional and cross-cultural members, implementing Agile practices and technologies.

PERSONAL PROJECTS

My design process involves researching and analyzing data to understand the problem, brainstorming to find the optimal solution, creating a user journey and information architecture, building low-fidelity wireframes to conceptualize, converting finalized concepts to high-fidelity mockups and prototypes, and testing it with users to obtain feedback and refine it.

FemHealth | Platform for Women to get access to Health Resources

Figma

- Aimed to empower women, bridge the communication gap with healthcare professionals, and prioritize women's health needs while leveraging technology for accessibility.
- Consistent and seamless cross-platform experience with responsive content across devices (mobile, tablet, desktop).

Swift Bikes | Online solution to buying Custom Bikes

Adobe XD

- Empowered users for active lifestyles; prioritizing their comfort through customization and tailored recommendations.
- Iterative design process involves continuous testing, refining, and iterating based on user feedback and insights to improve the overall user experience.

Svaasthya | Support Chatbot for a Hospital

Figma

- Improved healthcare accessibility, patient experience, and efficiency while enhancing convenience for individuals seeking hospital services by leveraging technology-driven solutions.
- Prioritized user-centric design, highlighting the importance of incorporating user feedback to create effective experiences.

EDUCATION

Google UX Design Certification | Coursera

2021

Rochester Institute of Technology | MS in Software Engineering

2020

Narsee Monjee Institute of Management Studies | BTech in Computer Engineering

2017

SKILLS

- User research, User experience (UX) and User interface (UI) design, Interaction design, Visual design, Product design, User journey maps, User flow diagrams, Persona creation, Wireframing, Rapid prototyping, Testing
- Figma, Adobe XD, Invision, Balsamiq, Photoshop, JIRA, Azure DevOps, Notion, ReactJS, JavaScript, HTML/CSS