

EDUCATION

Georgia Tech, US, Aug' 18 - May' 20

M.S Human-computer Interaction, Digital Media, GPA 3.82

Birla Institute of Technology, IN, Jun'10 - Jun' 14

B.E Electrical & Electronics

EXPERIENCE

UX Designer — **Digital Integrative Liberal Arts Center**, Jan' 19 – May' 20

- Designed a digital archive for integration years in Coffee County. Collected requirements from the client, created mockups, visual language and developed a functional prototype using HTML/CSS/JS.
- Conducted usability study and redesigned the Digital Library of Korean Culture. The design improved content discovery and the SUS score by 50%.
- Designed and coded the website for yearly lecture series on ethics and technological futures. Created visual assets, design specs for consistency.

UX Designer — **FOCUS Brand's Power BI Chatbot**, Aug' 19 – Dec' 20

- Designed Power BI chatbot for the FOCUS Brand's users to enable data-driven decision. Interviewed employees, studied JIRA reports. Prototyped UX for the bot and conversation flow. Achieved 0.87 SUS score.

UX & Visual Designer — **Freelancer**, Feb' 17 – Jun' 18

- Rebranded website for Excellion Technologies and established design guidelines for consistency, created design specs for the developers.

UX Consultant — **PricewaterhouseCoopers Ltd**, Apr' 15 – Jan' 17

- Organised focus groups, design sprints, studied product fitment with PMs and the client for a Legal Records Dashboard. Increased traceability into business workflow and currently is in use at 40 plants across India.

PROJECTS

UX Designer & Researcher — **Handl App**, Aug' 19 – Dec' 19

- Designed a mobile app for quicker swapping of contact information. Rapid prototyped with 3 developers and conducted guerilla testing. Reduced the time taken to swap contact by 50%.

CONTACT

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DESIGN SKILLS

Interaction Design, Experience Design, Wireframing, Sketching, Prototyping, Journey Maps, Visual Design, Illustrations, Mockups, Info-visualization

TOOLS

Adobe XD, Balsamiq, Illustrator, InVision, Figma, Sketch, Photoshop, HTML/CSS/JS, Angular JS, D3.js

RESEARCH SKILLS

Interviews, Contextual inquiry, Cognitive walkthrough, Guerilla Testing, Comparative analysis, Affinity Mapping, Cultural probe, Usability Studies, Heuristic Evaluation

AWARDS & PUBLICATIONS

Won Convergence Innovation Competition for Handl, organized by **Institute for People and Technology** at Georgia Tech

Bringing Shades of Feminism to Human-Centred Computing, **CHI'19**

Fashioning a Response to the Ever-Present Gaze of the Smart City, **4S'19**