

Experience

Amount Inc · Senior Product Designer · 2.5 yrs · Oct '20 – Present, Chicago

- Shipped Brand Library for Banking SaaS Platform. Spearheaded sprints to set up product's communication guidelines, anti-guidelines, navigation illustration style etc. Redesigned lending operations module whose SUS measured ~ 88 compared to the old design which measured below 65.
- Designed and shipped credit policy configuration app for the banking suite that helped eliminate ~ 170 hours of dev, qa and product support work per month.
- Shipped personal loan experience with significantly improved apply journey, KYC and ID verification, reducing drop offs by 33% and increasing number of completed applications and approved loans. Conducted unmoderated tests on usertesting.com, conducted benchmarking study establishing metrics for evaluation and further redesigns.
- Shipped account opening & account management modules of banking suite which were launched for TD Bank and Capital One helping them significantly reduce cost per account and applications. Conducted interviews with BPO specialists, Fraud & Debt Experts and led design sprints with engineering leads, product owners and process experts in order to inform the design.
- Redesigned and shipped income verification experience for bank agents that reduced the total income entry and review time by 75% thus reducing BPO cost and number of declined applications.
- Identified opportunities to present various operations user groups with actionable information upfront and increase visibility across servicing operations. The solution increased agent productivity across different modules of the banking suite by 25-30%.
- Designed conversation experience between merchant, bank and BPO for dispute resolution. The solution reduced the dispute resolution time by 66%.

Stride Consulting · Product Designer · 1/3 yrs · Jun '20 – Oct '20, NYC

- Shipped a booking portal and desk management system for Belong US. The solution enabled gamers to sign up, create reservations and make payments for the gaming sessions.

PwC · User Experience Researcher · 02 yrs · Apr '15 – Jan '17, Bombay

- Designed a Legal Records Dashboard for a Swiss company that improved visibility into the business workflows, reduced record retrieval time, and is currently used at 40 plants across India. Spearheaded focus groups, conducted workshops with IT team, process consultants and SMEs.

Academic Projects

Digital Integrative Liberal Arts Center · UX Designer · 02 yrs · Aug '18 – May '20, Atlanta

- Designed and shipped digital archive of integration years in Douglas, Georgia. Collaborated with historians, researchers, organised critique sessions to do justice to digital storytelling. The web exhibit helped preserve the county's history for future generations and accessible to the locals.

Education

M.S in Human-centered Design · Georgia Tech · 02 yrs · Aug '18 – May '20, Atlanta

B.E in Electrical & Electronics · Birla Institute of Technology · 04 yrs · Aug '10 – May '14, India

Skills

Design & Research Skills

Rapid Prototyping · Experience & Interaction Design · Info-visualisation · Illustration · Cognitive-walkthroughs · Contextual-inquiry · Guerrilla Testing · Design Sprints · Workshops · Service Blueprinting · Unmoderated & Moderated testing

Tools & Softwares

Figma · Adobe Suite · Usertesting.com · HTML/CSS/JavaScript