

PROFILE

Over the past ten years, I have engaged in visual story-telling, product design and brand strategy across web, advertising, fashion and retail industries. My expertise lies in both digital as well as wearable product design. I am passionate about emerging technologies and constantly think about optimum use cases for those. My design process is grounded in user-centered design thinking.

In my journey as a design entrepreneur I have learnt to seek a balance between creativity and business strategy. This entrepreneurial attitude is what keeps me motivated through the challenges. My experience of living in both eastern and western cultures gives me a deeper understanding of the global audience. I am self motivated with an aptitude for enthusiastic team collaboration, clear communication and persistent problem-solving.

SKILLS

DESIGN TOOLS

Adobe Creative Suite
Omnigraffle, Balsamiq, Sketch
Web based prototyping tools
Facilitate user testing

TECHNOLOGY

HTML5, CSS3,
jQuery, Javascript, MicroControllers

MOTION GRAPHICS

Adobe After Effects
Cinema 4D

EDUCATION

M.F.A. WEB & NEW MEDIA DESIGN

Academy of Art University,
San Francisco

IMMERSIVE IN CREATIVE CODE TECHNOLOGIES

Gray Area Foundation,
San Francisco

B.F.A. FASHION DESIGN

CEPZ Institute of Fashion Technology,
Mumbai, India

EXPERIENCE

UX/UI DESIGNER

STUBHUB, SAN FRANCISCO

Collaborate in cross functional team to design new product features validated by research and testing. Team up with developers to prototype and execute innovative interactions.

UX/UI DESIGNER

PEOPLE POWER COMPANY, SAN FRANCISCO

Working closely with the CXO & CTO to launch new products as well reiterate on existing mobile and web products.

WEB DESIGNER & DEVELOPER

MYLO SOLUTIONS, SAN FRANCISCO

Collaborated closely with the Business Development and the Marketing team to communicate the company message effectively on a responsive web platform.

TECHNOLOGIST/PARTICIPANT

FLY GARAGE, MONDELEZ

Fly Garage is an innovation incubator hosted by Mondelez. Over a period of 10 days, I collaborated with creative technologists from all over the world to brainstorm on innovative solutions for brand engagement.

USER TESTING FACILITATOR

ACADEMY OF ART UNIVERSITY, SAN FRANCISCO

I facilitated usability tests of digital interfaces between the designer and the user. To prepare for the test I assisted designers in crafting task flows and testing documents.

USER RESEARCH INTERN

INTERACTIVE CATWALK, SAN FRANCISCO

Independently, I researched the potential of product within the fashion community in the bay area.

CONTRIBUTING WRITER

DIGITALSTYLEDIGEST.COM, SAN FRANCISCO

As a contributing writer at Digital Style Digest, I researched and reported on the latest innovations in the world of fashion tech.

CO-FOUNDER & CREATIVE DIRECTOR

POP-ATT, MUMBAI, INDIA

We designed, manufactured and distributed products designed for the young adult female audience. Being an entrepreneur while I was hands on with all aspects of the business.

FOUNDER & CREATIVE DIRECTOR

STYLE MIND SOUL, INDIA

For over a decade I worked with advertising agencies, international brands, fashion publications and feature films as a design consultant. During the time, I managed and mentored a team of emerging designers and collaborated in cross-functional teams.

2015

2014

2013

2012

2010

2001