

## 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

### SENIOR 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 and product managers to create experiences that add value to the customer and promote business growth.

### UX/UI DESIGNER

#### PEOPLE POWER COMPANY, SAN FRANCISCO

Working closely with the CXO & CTO to launch new products as well as iterate 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.