

EDUCATION

Indiana University, Bloomington, Indiana, USA

August 2023 - Ongoing

Master's in Human Computer Interaction and Design | 4.00/4.00

Indian Institute of Technology (IIT) Bombay, Mumbai, India

July 2018 - May 2022

B.Tech in Chemical Engineering | 7.84/10.00, Minor in IDC School of Design | 8.80/10.00

WORK EXPERIENCES

Postman, Bengaluru - *Product Designer*

July 2022 - July 2023

- Spearheaded the assistive API authorization experience for consumers to send successful requests seamlessly. Tested the solutions by conducting user testing with 9 participants, resulting in a **21.2% reduction in failed requests**. ↗
- Strategized the research, design & execution of building a user feedback system via monthly summary emails for API producers to help them understand user engagement & improve their APIs, leading to a **5.2% increase in API Fork**. ↗
- Revamped the public API network by collaborating with Product Managers & Data Analysts to show more engaging content using machine learning models, resulting in a **29.1% boost in the click rate on public network pages**. ↗
- Led the design of Postman's card design system, effectively **reducing UI issues reported by developers by 12.1%**.
- Formulated visual design system for verified teams & built contextual nudges to **improve their discovery by 5.8%**.

Postman, Bengaluru - *Product Design Intern*

April 2022 - July 2022

- Designed a unified user profile system that enables producers to showcase and customize their work related to APIs.
- Developed milestone notification emails for producer's APIs with suggestions for API enhancements, along with visually appealing milestone thumbnails to share on social media for promoting their APIs.

Marsh McLennan, New York - *UX Design Intern*

May 2021 - August 2021

- Created a responsive e-learning website **benefiting 40k+ employees** in learning a new communication platform.
- Enhanced website usability through testing with 5 participants and established research templates, guidelines, and 5 KPIs for performance evaluation. ultimately achieving a **81.2% satisfaction rate among users**.

Techfest, IIT Bombay - *Creatives Manager*

April 2020 - May 2021

- Led a team of **50+ IITians** for envisioning & executing design strategy for Asia's largest Sci-fi College Festival - Techfest.

ACADEMIC EXPERIENCES

ProHealth Lab, Indiana University Bloomington - *HCI Researcher*

October 2023 - Ongoing

- Conducting qualitative research to gain insights into the dynamics of online abortion story sharing, with a particular focus on the ways research-informed strategies enhance the engagement and impact of these narratives.

HCI Lab, IDC School of Design - *HCI Researcher*

April 2021 - January 2022

- Conducted in-depth qualitative research through 20+ remote trials & analyzing protocols to investigate the influence of next-pharse suggestion systems on writers' processes by comparing their interactions with & without such systems. ↗
- Co-authored a research paper which was awarded '**Best Honorable Paper Mention**' by ACM IUI 2023 at Sydney.

ACADEMIC PROJECTS

EcoVile, Introduction to HCI at IUB - *Grade: A*

October 2023 - November 2023

- Designed contextual video streaming interventions are designed to effectively raise awareness and provide practical and relatable feedback to help individuals lessen their digital carbon footprint. ↗

Gamification in Jellow App, Studio Project - I at IDC School of Design - *Grade: A*

August 2021 - November 2021

- Designed a multilingual educational game to help kids with learning disabilities in learning & memorizing sentences. ↗
- Crafted a personalized visual experience that showcases 8+ Indian cultures, integrated within an engaging storyline to foster the connection between the kid's environment & the learning materials through semantic encoding principles.

SKILLS

Design: Sketching, Information Architecture, Wireframes, Visual Design, Interaction Design, User Experience Design, Interactive Prototypes, User Flows, Mock-ups, Storyboard, Design System, Inclusive Design, Accessible Design, Service Design

User Research: Contextual Inquiry, User Interviews, Surveys, Statistical Analysis, Affinity Mapping, Heuristic Evaluation.

Tools & Code: Figma, Sketch, Adobe Illustrator, Photoshop, Premiere Pro, R, Tableau, MySQL, HTML, CSS, Javascript, C++