



Education

University of Michigan, Ann Arbor

April 2019

Master of Science in Information focus in Data Science and UX design

University of Mumbai, India

August 2016

Bachelor of Engineering, Computer Engineering

Work Experience

University of Michigan, Integrated Systems + Design

Qualitative Analyst (Feb 2018 – Present)

- Qualitative coding and analysis of interview data collected as part of a design science research project.

Quest2Pay Payment Solutions Pvt. Ltd.

Software Developer (Oct 2016 – July 2017)

- Developed an automated payment distribution web application using Codeigniter MVC framework along with agile methods.

The Shop Wiz

Co-founder & Project Manager (November 2014 – September 2016)

- Conducted market research, scoped the project, created project timelines and distributed the work in sprints and milestones, developed marketing strategies, built revenue models and generated business development plans.

Projects

The Ride Market Analysis, September 2017

Designed surveys to gather the data and conducted market data analysis with regards to the customer satisfaction of the bus service. Used hypothesis testing and statistical modelling to recommend improvements.

Design Clinic, UX Apprentice – Athletics, September 2017

Conducted user interviews, heuristic evaluations, usability tests to find the flaws within the website. Wireframed and prototyped solutions to improve the usability of a website connecting athletes abroad.

Flash Reader, Interaction Designer, September 2017

Used participatory design and need based design to create a reader application which improves retention while reading. Conducted user interviews and surveys to drive the iterations from sketching to Hi-Fi prototype

UX Consultant, YouTube Creator Studio, January 2018 (Ongoing)

Conducted user interviews, heuristic evaluations, usability tests, comparative analysis, surveys to find the pain points for of YouTube Creator Studio. Made recommendations based on the findings.

Skills

Web Technologies and Databases:

HTML, CSS, JavaScript, PHP, MySQL, Oracle

UX Methods:

Survey Design, Contextual Inquiry, Usability Testing, Sketching, Heuristic Evaluation, A/B testing.

UX Design tools:

Adobe Creative Suite, Sketch, Invision

Prototyping Tools:

Arduino, Laser-cutting, 3D Printing

Programming Languages:

Python, Java, C, R

Statistical Modelling:

Hypothesis Testing, Linear Regression, Logistic Regression, Conjoint Analysis

Analytics Platforms:

SPSS, Tableau

Leadership

Member of Innovation in Action team, University of Michigan

150+ hours of Social Service at Indian Development Foundation

Vice Chairperson and design head at Management Society – TSEC

Organizer of fund raiser for PETA.