

SUMMARY

Experienced UX Designer with 7+ years designing mobile games for global audiences. Proven track record of improving KPIs through data-driven, user-centered design. Skilled at communicating design rationale and insights to stakeholders, and bridging UX with development using design systems and Unity prefabs.

EXPERIENCE

NORDEUS, SENIOR EXPERIENCE DESIGNER

OCT 2024- PRESENT

- Currently building something cool with the team.
- Maintaining cross-team design documentation to ensure seamless collaborations.
- Collaborating with cross-functional teams and UX researchers to ensure accessibility, usability, and data-informed solutions at every stage of development.

ZYNGA, SENIOR EXPERIENCE DESIGNER

JULY 2023- JAN 2024

- Redesigned navigation and FTUE to improve new-user retention.
- Presented design strategies to stakeholders and collaborated across disciplines.
- Mentored interns and associates, fostering growth in UX craft and process.
- Defined and validated A/B tests with measurable KPIs.

ZYNGA, EXPERIENCE DESIGNER

JULY 2021- 2023

- Contributed to Farmville 3 UX transition from external studio to Zynga India with Senior UX.
- Revamped Ad-watching experiences for players.
- Drove design decisions through rigorous qualitative and quantitative researches.
- Streamlined design process by building design systems in Figma and Unity.
- Built survey systems within the game to gather qualitative and quantitative data.

ZYNGA, ASSOC. EXPERIENCE DESIGNER

JULY 2019- 2021

- Designed features by conducting Competitive Analysis, UX Research and diverse design stages.
- Collaborated with PMs and Game Designers, to synchronize feature alignment with business needs, market feedback and user testing.
- Built Unity prefabs and translated figma designs and animations to prefabs and .anim files.
- Directed Revenue KPIs and feature roadmaps as APM in 2021 Q1, under supervision.

GLU, ASSOC. EXPERIENCE DESIGNER

MAR 2018- 2019

- Conducted funnel analysis on user onboarding reducing churn and improving retention.
- Built multiple features adhering to Agile methodology by conducting Usability Testing, User Research, creating Wireframes, Prototypes, User flows, use cases, defining VFX and SFX for features.
- Facilitated multiple play tests using playtest cloud to analyze user inputs and formulated actionable reports
- Conducted both quantitative and qualitative surveys using data dashboards and survey monkey to make data informed decisions

EDUCATION

BACHELOR OF ENGINEERING IN COMPUTER SCIENCE

JUNE 2012-2016

Vishwesharaya technical university

SKILLS

- UX Design, User Research, A/B Testing, Wireframing, Prototyping, Interaction Design, Building Design Systems, Quantitative analysis, Information Architecture.
- Tools: Figma, Unity, Adobe XD, Miro , Sketch, R, Python, SQL
- Frontend: HTML, CSS, JavaScript, React, Astro, Unity