



EXPERIENCE

● **Senior Staff UX Designer**

Fourkites

Sep 2021 - current

● **Senior Interaction Designer**

Signify (Philips Lighting)

Feb 2016 - Aug 2021 (5.6 yrs)

● **Senior Software Engineer**

Amadeus

Feb 2013 - Feb 2016 (3 yrs)

● **Visualization specialist**

Nabler Web Solutions

Oct 2012 - Feb 2013 (4 months)

● **Web designer**

Hawkzweb

Apr 2007 - Oct 2012 (5.6 yrs)

RESPONSIBILITIES

- Strategize design and create transparency in the design process
- Self-initiated way of working and guided 2 design teams (BLR and NL). Formed and lead the scrum teams in the ART.
- SAFe certified PM/PO and a Scrum Master
- Manage transparency with multiple businesses and stakeholders remotely
- Conduct researches to empathize on the end users needs and goals. Remote user interviews/testings
- Key contributor of Design Language System 'Interact'
- Creating and maintaining product roadmaps for the design team
- Continuous facilitation of end-to-end product life cycle from the requirement gathering phase until the releases and continue enhancing the product based on the researches, analytics and feedbacks
- Stay abreast with the product growth by involving in business value researches and architectural discussions
- Leading and guiding the design team for successful Program Increment planning events quarterly
- Acting Product Owner. Propose MVPs, write user stories, create design backlogs for the team during the

EDUCATION

M.Sc Psychology

(Counseling Psychology)

Pursuing

B.C.A

(Bachelor of Computer Applications)

CERTIFICATION

CUA from HFI

(Certified Usability Analyst)

PM/PO from SAFe

(Project Manager/ Product Owner)

SKILLS

Design: Interactive UIs, User Research/Interview, Contextual Inquiries, Empathy mapping, Customer journey mapping, Creative thinking, Ideation, Rapid prototyping, Story telling with prototypes, User testing, A/B testing, UX writing, Low/Hi-fidelity mockups, Quantitative Analysis, Information Architecture

Tools: Figma, Sketch, InVision App + Craft, Adobe XD, Adobe, Photoshop, Miro, Trello

Strategy & Collaboration: Design thinking, UX strategy, Product Design, SAFe Practitioner, SAFe PM/PO, Product Ownership, Psychologist, Efficient communicator

Programming: HTML, CSS, JQuery, JavaScript