



I am a UX designer at Trade Me,
working on websites and apps for past 7 years.
And this is what I do most of the time –

CREATE SOMETHING BEAUTIFUL.
LEARN SOMETHING NEW.

And that is what makes me a happy designer!
Other than reading, star gazing and
collecting wind-up toys.

DESIGN EXPERIENCE

Since my introduction to design, I have a strong inclination towards identifying / understanding the product goals clearly through research, and creating beautiful, intuitive solutions for it. More than 7 years into design, I've been designing digital products and experiences that include researching, wireframing and prototyping. I've got opportunities to work on brands like – Mitre10, Intel, Diesel, Hamleys, Bloomberg, Castrol and on different products like – mobile apps, websites, digital magazine and more. It excites me to experiment and play around the new tools and processes emerging in the design industry.

SKILLS

VISUAL / UI / UX

ICONOGRAPHY

BRANDING

PROTOTYPING

ILLUSTRATION

MOTION

EDUCATION

2003-2008

B.F.A. (APPLIED ART)

ABHINAV KALA MAHAVIDYALAYA, PUNE, INDIA

WORK

March 2016 - Till Date

UX DESIGNER

TRADE ME, AUCKLAND

As part of the Trade Me Property agile team, I am working on the revamp project of this iconic website, along with Insights – which is a tool to get property estimates and more across NZ. Working closely with Product Managers, we follow the process of research - design - test - iterate, to continuously improve the experience across various Trade Me projects.

Feb 2016 - March 2016

CONTRACT DESIGNER

MITRE 10

May 2015 - March 2016

FREELANCE DESIGNER

MOBILE & WEB UI / VISUAL, BRANDING

November 2014 - April 2015

LEAD DESIGNER - FREELANCE (BRANDING & UI DESIGN)

THE GREAT NEXT (Adventure travel start-up)

August 2011 - October 2014

ASSOCIATE GROUP HEAD (DESIGN)

INTERACTIVE AVENUES, MUMBAI

March 2011 - May 2011

SENIOR DESIGNER

DIGITAL LAW & KENNETH, MUMBAI

March 2009 - February 2011

VISUALISER

IGNITEE DIGITAL, MUMBAI

September 2008 - February 2009

JUNIOR VISUALISER

OXYGEN ADVERTISING, PUNE