

Experience**General Assembly, San Francisco, CA****Impact Hub, Oakland, Seamlessly reserve a co-working space, May 2016**

- Improved IHO online booking experience so that IHO members could feel empowered to rely on the website to rent a space. Key performance indicators included higher member engagement and reduced number of phone calls and emails made to IHO.
- Project included extensive user research, heuristic evaluation, interviews, wireframing, usability testing, Prototype and client presentation.

Hertz, Car Rental Service, Mobile App Design, April 2016

- Implemented a share economy based platform on top of the existing Hertz car rental infrastructure to boost 1-2 day rental sales for them.
- Project included extensive user research through surveys and interviews, wireframing and client presentations.

Progress Hardware, Redesign a Hardware Website, March/April 2016

- Created an online presence for a hardware store with online shopping (e-commerce).
- Project included extensive customer research, Persona analysis, wireframing, interaction design, client presentation

W2W (Workout 2 Win), Mobile App Design, March 2016

- Designed an app that motivates users to constantly workout.
- Conducted user research, created persona and designed the entire concept and visual interface.

Skills

User Interviews, Stakeholder Interviews, User Research, Competitive Analysis, Card Sorting, Affinity Diagramming, Persona development, Storyboard, Wireframing, User Flows, Usability Testing, rapid Prototype, Visual Design, Presentation Design.

Tools

Omnigraffle, Sketch, Invision, Marvel, Keynote, Adobe illustrator, Basic knowledge of HTML/CSS, Autocad, 3DMax,.

Related Experience

Jan 2015 - July 2015

Interior Design Intern, Creative Pavilion Design, Manchester, New Hampshire, USA

Job Profile: Study of Design, Detail Design, Estimation, Selections, Presentation, Quality Assurance.

May 2012 - Sep 2014

Interior Designer, Sattva Interiors, Ahmedabad, Gujarat, India.

Job Profile: Space Planning, Elevations, 3D Presentation in Google Sketch up or 3dmax, Planning and Manage department, responsible for Estimation of Materials and labor for a Commercial and Residential project.

Jan 2007 - April
2011

Interior Designer, Abhiany Interiors, Ahmedabad, India.

Job Profile: Designer in charge of residential projects. Responsibilities included overseeing a junior designer, monitoring everyday work held on site; finalizing materials and finishes in the project; coordinating client meetings along with the innovative designs.

Education**General Assembly, San Francisco, CA**

UXDI Immersive — Mar 2016 - May 2016

Boston Architectural College, Boston, MA

Certificate in Sustainable Design — Aug 2013 - Jan 2015

Dr. HM Patel School of Interior Designing, Vallabh vidhyanagar, India

Bachelors in Interior Design — June 2005 - May 2009