

## EXPERIENCE

July 2016 - Present	<b>RYANAIR</b> <b>UX Lead</b> - managed the Ryanair UX team of four	Dublin, Ireland
	<ul style="list-style-type: none"><li>• Led design of several strategic Ryanair product features such as new accommodation booking service &amp; Ryanair user account</li><li>• Conceptualized Ryanair's digital vision to define future product strategy &amp; business direction</li><li>• Created framework to align design process &amp; increase transparency between different teams, resulting in improved product design</li><li>• Led team of 10 to develop Ryanair design system comprising of naming conventions, file structure &amp; components library to ensure UX consistency</li></ul>	
Oct 2015 - Jun 2016	<b>RYANAIR</b> <b>UX Designer</b>	Dublin, Ireland
	<ul style="list-style-type: none"><li>• Designed &amp; supported implementation of broad range of product features on responsive web &amp; native app for improving customer experience &amp; driving revenue</li><li>• Conducted user research using Jobs-to-be-done methodology, validated the findings through quantitative survey &amp; identified opportunities for product development</li><li>• Established collaborative approach in working with agile scrum teams resulting in robust design solutions and high quality product delivery</li></ul>	
May 2013 - Jul 2015	<b>ESRI</b> <b>UX Designer</b>	Seattle, USA Redlands, USA
	<ul style="list-style-type: none"><li>• Led end-to-end design process of 3 location based analytics products, from defining requirements to UI implementation &amp; release while collaborating with PM's, developers, QA &amp; documentation team<ul style="list-style-type: none"><li>- Created designs driven by emphasis on early customer validation, collaborative &amp; lean design</li><li>- Facilitated brainstorming sessions with various stakeholders to ideate on problems from different perspectives</li></ul></li><li>• Created interaction patterns &amp; UI guidelines for Esri's entire product line</li><li>• Conducted design workshops with collective participation of about 200 professionals at Esri's various conferences events</li></ul>	
Dec 2011 - Apr 2012	<b>MIT, MOBILE EXPERIENCE LAB</b> <b>UX Designer</b>	Cambridge, USA
	<ul style="list-style-type: none"><li>• Conducted user research through interviews, created wireframes, UI specs &amp; built interactive prototypes for note taking iOS app</li></ul>	
Aug 2009 - Jul 2011	<b>ARCH I</b> <b>Design Lead</b>	New Delhi, India
	<ul style="list-style-type: none"><li>• Co-founded architectural design and research consulting practice</li></ul>	

## EDUCATION

Sep 2011 - May 2013	<b>HARVARD UNIVERSITY - GRADUATE SCHOOL OF DESIGN</b> <b>Masters in Design Studies, Coursework in Design &amp; Technology</b>	Cambridge, USA
	<ul style="list-style-type: none"><li>• Graduated with distinction, top 8% of class</li><li>• Received J N Tata Scholarship, top 2% of applicants</li></ul>	
Aug 2004 - May 2009	<b>SCHOOL OF PLANNING &amp; ARCHITECTURE</b> <b>Bachelors of Architecture</b>	New Delhi, INDIA
	<ul style="list-style-type: none"><li>• Awarded Gold medal, top 1% of class</li></ul>	

## SKILLS & TOOLS

User research, Information architecture, User flows, Wireframes, Visuals, Prototypes, Usability study

Sketch, Principle, Balsamiq mockups, Illustrator, Photoshop, Invision, Jira, Confluence, HTML & CSS