



I am focused on creating meaningful experiences through design.

Over 16+ years of insightful experience in user interface and experience designing, managing and delivering digital transformations, applications and legacy systems. A creative designer with a passion for perfection, experience with user Interface design, UX specs, task flows, wireframes, info graphics, storyboards, mockups, prototypes, visual design and design patterns.

Oct 2016 to till date  
**Associate Director –Solution Delivery & UX, Novartis Health Care Pvt. Ltd.**

- Established UX design as the first stage of all Web and mobile application developments, instituting a user-centered design (UCD) approach.
- Designed high-impact, user-centered Web sites with strong emotional appeal, sophisticated production values and intuitive navigation to maximize user engagement and powerful brand identities.
- Researched, strategized and launched UX improvements for STRIDE, Motion and Ambition Programs.
- Developed and implemented UX strategies and guidelines to ensure consistent and cohesive user experiences across multiple platforms.
- Created wireframes, prototypes, and user flows to effectively communicate design concepts and interactions.
- Facilitated workshops and design sprints to ideate and iterate on design solutions. Provided mentorship and guidance to team members, fostering a collaborative and creative work environment
- Led a team of delivery specialists in the successful delivery of multiple software projects, ensuring adherence to project timelines, budgets, and quality standards.
- Collaborated with cross-functional teams including development, testing, and product management to define project scope, requirements, and deliverables.
- Implemented Agile methodologies and best practices, resulting in project efficiency and customer satisfaction.
- Managed stakeholder expectations and provided regular project status updates, ensuring transparency and effective communication throughout the project lifecycle.

**Specialist-UX - Verizon Data Services India Ltd.**  
Apr 2012 to Oct 2016

- Coordinating with marketing team to create user centric interface for Broadband portal, AppFinder and verizonwireless.com.
- Redesigning the portal to simplify the User Experience.
- Developing the cross browser and user centric frontend using html5 and bootstrap.
- Developing a responsive layout using bootstrap which can be scalable to any device irrespective of the size.
- Designing wireframes, icons and graphics.
- Creating product promotional email templates and sending across clientele

Dec 2010 to Mar 2012  
**Graphic & Web designer - Gyan Web Solutions**

- Designed the entire product end to end, from the logo to all the pages.
- Understand the process flow of the application and created wireframes and prototypes for all modules.
- Written test cases for all the modules.
- Converted the templates into html prototypes.
- Managed all scheduled jobs; including testing, staging and Monitoring.
- Designed the marketing collaterals like brochures, holders, leaflets, newsletters etc..

Jun 2008 to Dec 2010  
**Content Writer & Graphic designer - Creative Technosoft Systems**

- Redesigned user Interface and created brand identity for CTS website.
- Designed in-house application named as CTS Desk.
- Designed and developed content for Marketing Collaterals (Brochures, Ads, Business Presentations, flash presentations etc.)

## Education

Masters in Communication & Journalism (MCJ)

Padmavati Mahila Viswa Vidyalayam, Tirupati

2004 - 2006

BA

Andhra University, Visakhapatnam

2001 – 2004

## Skills

- User Research
- Wireframing &
- Prototyping
- Usability Testing
- Interaction Design
- Design Thinking
- Information Architecture
- Visual Design
- Project Management
- Team Leadership
- Stakeholder Collaboration
- Agile Methodologies
- Risk Management
- Team Leadership
- Problem Solving

## Technologies

Figma, Adobe XD, Sketch, Invision, Photoshop, HTML, CSS3, Bootstrap, JQuery, PPT

## Certifications

Leadership Program from IIM Bangalore.

Jan – Dec 2019

## Awards

Gold Medal in Masters (MCJ)