

Over 10 years of experience designing user-centered systems and complex web applications. Skilled in UX strategy, user research, and usability analysis, balancing business and technology needs to create intuitive and impactful digital experiences.

Key Experience

Sr Experience Designer

Westpac Group, Sydney, Australia Jul '24 – Apr '25

Led the redesign of Westpac Institutional Banking(WIB) applications, integrating major business services into a standalone app(Westpac One). Developed customer archetypes and signature journey maps to streamline lending, payments, and digital transformation across desktop and web.

Sr Product Designer/UX Designer

IRESS, Sydney, Australia Mar '18 – Jan '24

Working and leading design for Xplan, a financial planning and wealth management software for advice practices. Creating seamless customer journeys, across multiple devices- desktop, tablet and mobile.

User Experience Designer

METLIFE INSURANCE, Sydney, Australia Jul '16 – Mar '18

Responsible for creating best in class user experience tool for Financial Advisers in Insurance industry. Building products and involving in shaping the application from start to end

UX/UI Designer

INNOVATIVE HUB PTY LTD, Sydney Australia Sept '13 – Jun '16

Responsible for discovery to delivery of the product. Gathering requirements from stakeholders to develop design concepts. Creating customer journey maps, user testing for mobile and web applications

Product Designer

CARICME, Bangalore, India Mar '12 – Aug '13

Understand business objectives and user needs for a start up company. Creating personas, lo-hi fidelity wireframes with functional specifications. Collaborating with cross functional teams, facilitating and open communication

Creative Designer

ACCENTURE TECHNOLOGY LABS, Bangalore, India Jun '06 – Nov '10

As a sole designer at R & D labs, designed and produced high quality visual designs, UI style guides that met company standards. Collaborating with ResearchersPMs and developers for requirements gathering and design implementation

Skills

- Product Discovery
- UX Strategy
- UX Research
- User Testing
- Customer Journey Mapping
- Information Architecture
- Wireframing
- Prototyping
- Competitive Analysis
- UI Design
- Illustration
- Interaction Design
- Design System
- Design Sprints
- Workshop Facilitation
- A/B testing
- Kanban
- Agile
- Accessibility
- Heuristic Review

Tools

Wireframe/Prototype:

- Figma
- Adobe XD
- Sketch
- Adobe Illustrator

Collaboration and Tracking

- Miro
- Jira
- Zoom
- Slack

Data Insight:

- Heap.io
- Google Data Studio
- Datadog

Other Skills

- Quicksight – 2023
Udemy
- UX: Interaction Design– 2015
DesignLab
- Design Thinking – 2014
Iversity

Education

User Experience Design, 2015

General Assembly, Sydney, Australia

Masters in Design (Innovation and Creativity), 2011

London College of Communications, UAL, UK

Post Graduate Diploma in Advertising and Marketing, 2006

Bharathiya Vidya Bhavan, Bangalore, India

Bachelors of Fine Arts (Applied Arts), 2003

Karnataka Chitrakala Parishath, Bangalore, India