

PROFILE

9+ years of experience in Design industry. I am passionate about creating experiences which caters to business and user needs. Designing products that are useful, easy to use and delightful to interact with. I have created design solutions for various mobile/ web/ desktop applications.

EXPERIENCE

- Sept 2013**
Current
INNOVATIVE HUB PTY LTD, Sydney, Australia
UX/UI Designer
Responsible for discovery to delivery of the product. Gather requirements from key stakeholders to develop design concepts. Customer Journey Map, User Testing for web/mobile applications
- Mar 2012**
Aug 2013
CARICME, Bangalore, India
Product Designer
Understand business objectives and user needs for a startup company. Creating personas, lo-hi fidelity wireframes with functional specifications. Collaborating with teams, facilitating and open communication
- Jun 2006**
Nov 2010
ACCENTURE TECHNOLOGY LABS, Bangalore, India
Creative Designer
As a only designer for R & D labs, designed and produced high quality Visual designs, UI Style guidelines that met company standards. Collaborating with Researchers, Project Managers and developers for requirements gathering and design implementation
- Jun 2004**
May 2006
XSERVE INDIA, Bangalore, India
Multimedia Designer
Provided a range of high quality graphic designs. Much of my work focused on brand design and digital artwork for a variety of marketing collaterals
- Jul 2003**
May 2004
JAIN GROUP OF INSTITUTIONS, Bangalore, India
Graphic Designer
Design publications, Website Design, Interactive Flash Presentations and Posters for events

EDUCATION

- 2015**
User Experience Design
General Assembly, Sydney, Australia
- 2011**
MDes in Innovation and Creativity (Service Design)
London College of Communications, UAL, UK
- 2006**
Post Graduate Diploma in Marketing & Advertising
Bharathiya Vidya Bhavan, Bangalore, India
- 2003**
Bachelors of Fine Arts (Applied Arts)
Karnataka Chitrakala Parishath, Bangalore, India

SKILL SETS

- User Research
- Personas
- Wireframes & Sketches
- Journey Maps
- Storyboards
- Sitemaps
- Paper Prototyping
- Information Architecture
- Interaction Design
- Visual Design
- Usability Testing

SOFTWARE EXPERTISE

- Adobe Photoshop
- Adobe Illustrator
- InDesign
- Sketch 3
- Axure RP
- MarvelApp

RELEVANT SKILLS

- Adobe Flash
- Adobe AfterEffects
- Keynote
- MS PowerPoint
- MS Word
- MS Excel
- HTML/CSS

COURSES (Online)

- **Interaction Design**-2015
DesignLAB
- **Design Thinking** - 2014
Iverson