

## WORK EXPERIENCE

### FLIPKART

**Product Design Lead | Nov, 2017– Current**

- Leading design for 2GUD - an eCommerce destination with unique selection for the next generation of Internet users in India.
- I have previously led the design for complex systems of Flipkart Retail and Vendor platforms. Through deep user research, I've designed products that fit into our users' workflow and drive the right behaviour for the business.
- Actively involved in hiring and growing the design team.

### ISHA FOUNDATION

**UX Lead & Volunteer | Feb, 2017– Aug, 2017**

- Designed a mobile app for Isha that enabled significant increase in donations and yoga program registrations (+37%).
- Managed consolidation of 42 websites with an external design agency by coordinating with multiple stakeholders in the translation of business requirements into user experience deliverables.
- Simplified program registration forms and donation forms to improve conversion rates by 24%.

### KNOLSKAPE

**Design Team Lead, User Experience | Feb, 2014 – Feb, 2017**

I was leading a team of 5 designers, and I was actively involved in raising the design maturity of the org.

- Interaction Design for Learning Environments (business simulations, learning management system, mobile learning products) -- Architected the UX, simplified user-flows and on-boarding; Added delight using game mechanics, leading to a near-perfect, 4.85/5, score from clients.
- UX design and gamification strategy for a learning management system which boosted training completion rates by 23% and user engagement by 48%
- Organised Usability days, bad design contests and design critique sessions in order to drive adoption of user-centred design practices in the organisation.
- Mentoring the team in UX, UI and motion design by setting up a training regime and inducting them into product design.
- Evangelising the best practices of front-end development and working with dev teams to write better front-end code. (using SASS, GSAP and other libraries)

### HORDE SOFTWARE (NOW ABLE.do)

**UX Designer | Feb, 2012 – Nov, 2013**

- I designed and developed an online interface to create and organise one's resumes. Demo at: [www.slashcv.com](http://www.slashcv.com) Responsibilities: Interaction Design, Visual Design, Front Development.
- I did extensive UI development for Artjini, an eCommerce store for purchasing artworks online.

### NOVELL SOFTWARE, BANGALORE

**Software Engineer | Jun, 2007– Jun, 2008**

## CONTACT

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## SKILLS

Interaction Design

User Research

Design Leadership

Systems Thinking

HTML, CSS & JS

Sketch

## EDUCATION

### IIIT - HYDERABAD

M.S in HCI, Cognitive Science

Jul, 2008 – Jun, 2011

### BITS, PILANI

B.E in Computer Science

Jul, 2003 – Apr, 2007