

## SUMMARY

A product designer skilled at creating value by removing the extraneous and enabling businesses to focus on what truly matters — **the User**.

## EDUCATION

### M.S by Research, H.C.I & Cognitive Science

IIIT - Hyderabad, India

Aug 2008 — Jun 2011

### B.E (Hons.) Computer Science

BITS - Pilani, India

Aug 2003 — Aug 2007

## SKILLS

Interaction Design

Usability Testing

Gamification Design

Design Thinking

Prototyping

Javascript

HTML & CSS

Framer.js

Sketch

## WORK EXPERIENCE

### Isha Foundation, Coimbatore

#### Volunteer, UX Consultant

Feb 2017 — Present

As a volunteer at Isha Foundation, a non-profit organisation founded for promoting human wellbeing and spiritual development, I have:

- Architected and designed the UX for a mobile app for millions of followers of ISHA. As a result, yoga program registrations increased by 37% and donation amounts averaged INR 200k / month.
- Overseen consolidation of 42 websites with an external design agency, by coordinating with multiple stakeholders to oversee the translation of business requirements into user experience deliverables.
- Proposed design solutions drastically reducing the turn-around time of program/event registration for people who come for an ISHA event from all over the world.
- Simplified program registration forms and donation forms to improve conversion rates by 124%.

### KNOLSKAPE Solutions Pvt. Ltd, Bangalore

#### User Experience Design Lead

Feb 2014 — Feb 2017

In addition to leading a team of 5 designers, I was instrumental in the following:

#### Interaction Design for Learning Environments

- Uncovered product insights and validated proposed solutions through user research with potential customers in the field of Sales performance.
- Re-architected the experience of business simulations, the org.'s core offering, from the ground-up, by simplifying the user-flows, creating new interactions and adding delight using game mechanics. This led to a near perfect satisfaction score (4.85/5) from the customers.
- Solved the complex on-boarding flow of business simulations, which drastically reduced the amount of information a learner has to recall in order to start playing the simulation.
- Designed Gamification strategy, user flows and UI for a Learning management system which increased training completion rates by 23% and user engagement by 48%.
- End-to-end UX design involving user-flows, task-analyses, usability reviews, interaction & visual design, user testing for numerous products across various verticals (viz., Leadership, Change Management, Sales Performance, Building a Business etc.)

## WORK EXPERIENCE

### Building a design culture

- Increased design maturity of the organisation by introducing user-centred design practices, regularly conducting workshops and giving talks on the various aspects of UX.
- Demonstrated the importance of Usability by inviting various stakeholders to view usability tests regularly and thus refining their sensitivity towards user behaviour.
- Established prototyping and user testing as a standard practice in the product design process and paved the way for lean UX design & development cycles.
- Organised Usability days, bad design contests and design critique sessions in order to drive adoption of user-centred design practices in the organisation.

### Front-end Development

- Evangelised SASS and the best practices of CSS for creating effective user interfaces.
- Created CSS templates in order to ease the development process for customising the products' UIs for various clients.
- Mentored Junior Developers on SASS, GSAP, Velocity.js etc. for developing UI animations.

Horde Software, Hyderabad

Jul 2012 — Dec 2013

### Freelance UX Designer, Front-end Developer

- Front-end development for:  
**Artjini** - An online marketplace to buy and sell artworks from local artisans. ([www.artjini.com](http://www.artjini.com))
- IxD, UI and front-end development for:  
**SlashCV** - A website to create beautiful resumes using pre-defined templates ([www.slashcv.com](http://www.slashcv.com))
- Information Architecture, Website design, corporate video for:  
**TerraGreens Organics Pvt. Ltd** - An organic food production company with an emphasis on supporting the farming community.

Cognitive Science Lab, IIT- Hyderabad

Jan 2009 — Dec 2010

### Research Assistant

- Designed and executed several experiments based on cognitive psychology by recruiting around 200 participants for various studies.
- Performed computer-aided statistical analysis of data which include correlation analysis, analysis of variance and post-hoc tests
- Mentored under-grad students on designing & executing experiments for their course projects.

Novell Software, Bangalore

July 2007 — Jul 2008

### Software Engineer

- Developed a debug-logging framework that logs the functionality and facilitates the debugging of a huge project.
- Implemented a mechanism that would parse the code and generate a flow chart of the program's control flow. This is useful for a new developer in getting acquainted with the project code-base.

## INTERESTS

Filmmaking, yoga, photography, travel, badminton.