

Education

UNIVERSITY OF WASHINGTON - MICHAEL G. FOSTER SCHOOL OF BUSINESS

2023-2026

Evening MBA

MANIPAL INSTITUTE OF TECHNOLOGY, MANIPAL, INDIA

2014-2018

Bachelor of Technology in Computer Science; Minor in Graphics and Image Processing

Professional Experience

DESIGN CONSULTANT, DELOITTE - ADVERTISING, MARKETING & COMMERCE

Aug 2018-May 2023

Firm Initiatives: Advertising & Marketing Campaigns, Branding, Heuristics

Aug 2018-May 2023

- Led several marketing initiatives such as:
 - Rebranding** for a well-known Indian legacy organization that wanted to expand to other businesses
 - Marketing for the **COVID-relief campaign** of an Indian state (Haryana)
 - Conceptualizing and executing the annual partnership event for **Deloitte & Adobe** (2019-2023).
 - Apparel design for several Deloitte merchandise, along with **event & booth design (3D)** for several design events

Client Project: Hewlett Packard Enterprise (HPE) - Global Next Gen IT

Aug 2018-Sep 2019

- Collaborated with **client's CIO** to establish measurable objectives, overseeing their realization. Created project templates and automated reporting procedures utilizing **SQL, PowerBI, and Excel**.
- Management support for **60+ developers & testers** while ensuring high client satisfaction with **20+ global clients representatives**

Client Project: Digital Transformation of India's second-largest oil and gas giant, BPCL

Jun 2020-Mar 2022

- Designed applications for a 70-year-old legacy corporation, commanding a **25% Indian market share** across diverse sectors
- Conducted **8 educational workshops**, enlightening stakeholders about an integrated system spanning sub-brands, accommodating **30+ user-login** types, and supporting **12 Indian languages**
- Devised an **88-foot curved digital wall**, displaying **enterprise-wide KPIs** for real-time monitoring at the Headquarters
- Managed the recruitment of 30+ designers and spearheaded bi-weekly client meetings for **design approvals**
- Achievements:** B2C mobile app garnered **5M+ downloads** with a **4.3 average rating** on the play store, processing **200M+ orders**. BPCL B2B platform yielded **100k+ business leads**, a **500% increase annually** and the QR-based fuel station payments generated **400M+ QR codes**, facilitating **\$500M+** in transactions within a year.

DigiSansad - The Complete Digitization of Indian Parliament (on-site: Parliament House)

Mar 2022-May 2023

- Created and presented an **interactive prototype** showcasing our innovative solution - a comprehensive system that seamlessly stores data for the Parliament of India combining **13+ disconnected systems** & catering to **1.4 Bn people**.
- Enabled citizens with** modern visualizations presenting information-heavy reports, a portal to personally reach out to their leaders & built digital access to every word spoken in the Parliament, including to questions, papers, bills and speeches.
- Designed dashboards for **Legislators and Parliamentarians** providing them with their bills and papers, top agenda items, data-driven insights about their region and comparative performance with other House leaders.
- Led bi-weekly design reviews with senior bureaucrats, gaining sign-offs prior to presenting to the **Vice President of India** for approval.

Projects

Custom wedding cards (2019-21): Created & designed personalized wedding cards for over 10 clients, involving brainstorming, illustration, printing, packaging, and delivery.

Frisho, food providers (2021): Designed website, logo, and marketing for prawn-farming start-up. Strategized social media and campaigns. Enabled door-to-door fresh food delivery through local services.

INS Publishers (2020): Developed in-house software for a medical publishing firm. Automated review and editing, halving processing time, resulting in 33% more journals and books published.

Software Skills

- Languages and tools:** MySQL, PowerBI, Excel, Google Charts, HTML, CSS
- UX/UI Design:** Figma, InVision Studio, Axure, Balsamiq, Adobe CC Suite, Animate, Fresco

Leadership & Awards

- Keynote Speaker-Deloitte India, at the **24-hour Deloitte Global Diversity and Inclusion fest - 'SolarFest'**, and highlighted as one of the **top performers of Deloitte India**.
- Junior Diploma in Kathak, an **Indian classical dance-form**.
- District-level Women's **Badminton champion**.
- Led a team of 140 active members & 1,000 total members as the Public Relations and Publicity Head at IECSE, college's official CS club. Also served as the Social Media Coordinator for college's Technical Fest in 2017 and the Cultural Fest in 2016.
- Led the marketing for a Delhi-based NGO, Satat Navotkarsh, to get them access to CSR funding so they could continue to train differently abled children for the Paralympics.