

Work Experience

Sr. UX Designer / Intentionally Designed Solutions

Atlanta, USA / JUN 2023 - SEP 2023

- Led the design team to ship 3 separate platforms - a SaaS product, a Web3 gaming platform and the agency website. Reduced sprint timeline by 40%. Increased team output by 25%.
- Conducted mixed methods research, redesigned journey maps, designed wireframes, design systems and prototypes.
- Collaborated with engineers to create handoff documents, develop the platforms and conduct user testing.

UX/UI Designer / Winvesta India Technologies

Mumbai, India / JAN 2022 - JUN 2022

- Designed the B2B & B2C fintech app with the Lead UX Designer. Redesigned the logo, website, and its creative assets.
- Conducted secondary research, created user journeys, created prototypes and user flows with a new design system.
- Advised the design team for hiring UX talent.

Service Designer / Pichkaari Design Studio

Bangalore, India / SEP 2020 - OCT 2021

- Launched a new service for global remote organizations, enhancing customer and employee experiences. Conducted customer research, designed service blueprints.
- Increased employee satisfaction rates by 17%. Led the design team of 4 Visual Designers and 2 UI Designers spearheading 6 projects.
- Advised the design team for hiring talent.

Experience Designer / The Otherside

Bangalore, India / FEB 2019 - AUG 2020

- Launched and marketed a new service for physical workplace experiences, increasing business enquiries by over 500%.
- Led the design team of 3 Graphic Designers, 3 Visual Designers and on-site production team to manage 32 projects.

Co-Founder / Kala Kollektive

Pune, India / MAR 2017 - OCT 2018

- Founded and operated the centre with a team of 6.
- Created a network of 150+ artists, musicians, filmmakers, organizations, galleries, and communities across India, facilitating 100+ events.

Additional Experience

Design Lead - Product and Service / Laniakea

New York, USA / JAN 2024 - PRESENT

- Consulted on 4 projects improving the user experience for diverse web interfaces.
- Mentored 6 design and engineering teams for developing and testing final design outputs.

UI/UX Designer and Researcher / Service Design Network

Savannah, USA / MAR 2023 - APR 2024

- Led user and market research for a new mentorship platform for the design community.
- Supported and led 2 teams through research, synthesis, ideation and testing.

Summary

I combine Insights + Strategy + Design with a systems-thinking approach to build delightful products and services that are customer desirable, technology feasible and business viable.

Education

M.A. Service Design

Savannah College of Art and Design

Savannah, USA / 2022 - 2024

- 70 credits STEM accredited degree
- 4.0 GPA, Merit Scholarship

B. Sc. Economics

Symbiosis International University

Pune, India / 2013 - 2016

- 150 credits STEM accredited degree
- Awarded Special Achievement in Painting

Skills

Design

User Research, Market Research, Data Analysis, Problem Framing, User Personas and Archetypes, Customer Journey Maps, Service Blueprints, User Flows, Wireframes, UX Design, UI Design, Design System, Interaction Design, Prototyping, User Testing, A/B Testing, Usability Testing, Engineer Handoff, Business Model Canvas, Creative Strategy, Web Design

Soft Skills

Innovative, Strategic, Flexible, Speaking, Presenting, Coaching, Workshop Facilitation, Project Management,

Tools

Figma, Adobe Creative Cloud, Google Suite, Microsoft Suite, Miro, Mural, Jira, Slack, Notion, Monday, Canva, DisplayR, QuestionPro

Recognition

Accenture Mexico Portfolio Finalist

Volunteering as a Service Designer designing conference and mentorship experience.

SCAD Rising Star

Volunteered as summer school tutor for high school students teaching Service Design.