

I am inspired to create design and build experiences that are useful, pleasant and meaningful. To me good design solution comes from deep empathy of users, a good understanding of the problem, constraints and business objectives, iterations by closely incorporating user's feedback and intentional decision with solid reasoning. I hope to use and expand these talents at a company that prioritizes the user's experience of a product and recognises the value of user-centered design.

WORK EXPERIENCE

KOCH Global Services,
Bangalore
2021 - till present

UIUX DESIGNER

- **User-Centric Design Focus:** Accelerate idea-to-design conversion by prioritizing user needs, ensuring intuitive and impactful digital experiences on Data Analysis, Medical Test Plants.
- **Rapid Prototyping & Iterative Design:** Employ rapid prototyping and iterative design processes to test and refine concepts quickly.
- **Collaboration & Agile Methodologies:** Leverage collaboration and agile practices to ensure continuous feedback and improvement throughout the design process.
- **Early Evaluation of Change Requests:** Enable early evaluation of change requests before development begins, ensuring alignment with user and business goals.
- **Designing Stationery & Branding Materials:** Contribute to organizational branding by designing stationery, posters, flyers, logos, T-shirts, and standees for various teams.

Intelliswift Pvt Ltd,
Bangalore
2020 - 2021

SENIOR UX DESIGNER

- **User Requirements Gathering:** Collaborate with product managers and engineers to gather and evaluate user requirements.
- **Wireframing & Task Flows:** Develop wireframes and task flows based on identified user needs.
- **Usability Testing & Feedback:** Conduct concept and usability testing to gather valuable user feedback.
- **Persona Creation:** Create user personas through research and data analysis to guide design decisions.

Isha Foundation,
Bangalore
2019 - 2020

UX DESIGNER

- **UX Methodology Implementation:** Lead various UX methodologies, including usability testing, interaction models, information architecture, and interface design.
- **Usability Testing:** Plan, design, conduct, and evaluate usability tests to improve user experience.
- **Client Collaboration:** Meet with clients to define marketing strategies, design vision, scope of work, budgets, and deliverable timelines.
- **Design Vision Alignment:** Ensure design solutions align with clients' goals, user needs, and business objectives.

WhiteArc, Dubai
2012 - 2018

UX DESIGNER

- **Interaction Design for WhiteArc:** Contribute to interaction design efforts for various web and mobile applications.
- **Requirement Gathering:** Participate in gathering project requirements to inform design decisions.
- **Heuristic Evaluation:** Conduct heuristic evaluations to identify usability issues and improve design.
- **Design Implementation:** Implement design solutions based on user needs and project requirements.
- **User Testing & Collaboration:** Conduct user testing and collaborate with a global design and marketing team within an Agile framework.

SKILLS

Problem Solving
User Research
Heuristics
Usability Testing
Personas
Site Maps
Task Flows
Wireframe
Prototype
Visual Design

TOOLS

Sketch
XD
Invision
Zeplin
Photoshop
Figma
Illustrator
Miro
Aftereffects
Power BI
GEN AI

HOBBIES

Travelling
Photography
Badminton
Cricket
Doodling
Workout