



## PROFESSIONAL STATEMENT

I design and execute design solutions professionally, following methodical design process. I collaborate with crossfunctional teams to envision a product or service and build a fruitful deign. My motto is to design by aligning user-needs, business vision and project objectives.

I believe designing an optimal and tangible design solution wihtin the realm of feasibility.

---

## EDUCATION

**UC Berkley Extension •2022**

**UX/UI Design**

**University of Idaho • 2013**

**Master's of Architecture**

**University of Mumbai• 2011**

**Bachelor's of Architecture**

## SKILLSET

**Design study:** User Research , Prototyping, Design Thinking , User testing , Wireframing , Interaction Design, Product Research Information Architecture, MIRO, Keynote, User centered methodologies, User Scenarios, Usability.

**Prototyping tool:** Figma , Invision , Adobe XD ,

**Design tool:** InDesign, Photoshop, Revit, AutoCAD.

**Management:** JIRA, Asana, Notion

---

## WORK

**Product Strategy---Taino Language App** Apr'24-Current (Pro-bono)

- Create user task flows to depict how features should work before designing.
- Go through the team hand-off from previous phase and provide recommendations on priority for the next phase.

**UX Designer---Happy Compass** Dec'23-Current (Pro-bono)

- Conceptualized the design for a product to help women juggle with their personal and professional life while enhancing their well-being.
- My responsibilities included conducting competitive analysis. Built low-fi wireframes.

**Design consultant---META** Aug'21-Dec'22 (The Bridge Group)

- Learnt Business operations and built strategic UX process. Used Analytical techniques like card sorting and tools to suggest redesign of applications.
  - Designed, developed a new version of an Excel-based document for an online Product Catalogue which is an internal product repository for people to search, sort, and specify a product.
  - Analyzed the current Excel based process and user flow, conducted research, interviewed 15 groups, identified the pain points, and proposed design alternatives and strategies to develop the website as an internal dashboard. This was delivered to developers through prototypes and annotated, high-fidelity wireframes. Once built the catalogue can reduce 30-40% of time to input information into the database.
  - Conducted research on industry best practice related to sustainable building materials.
  - Meet with colleagues and manufacturers/ vendors to strategize about carbon reduction and driving circularity.
- 





## WORK

### **Project Architect** (Mumbai)---**PEC Greening India** July'18-Jan'20

- Guided the client with sustainable design measures.
- Conducted simulation studies and created energy models. on major revenue projects.

### **Architect**(Mumbai)---**Enviro**designers Apr'17-June'18

- Designed and assisted in the landscape for residential project in Odisha.
- Co-ordinated and generated design for a government landscape project along the pipeline of Mumbai.

### **Architecture Design Specialist**---**Dick's Sporting Goods** Jan'16-Dec'16 (Amicus corporation)

- Prepared Request for Changes (RC'S).
- Design Revision Bulletin's (DRB'S) for higher management approval.

### **Business & Quality Analyst**---**Abercrombie & Fitch** May'14-Dec'15 (Swift Solutions. Inc)

- Gathered requirements and prepared business requirement documentation in accordance with the client needs.
  - Run tests on POS systems as well as the global company e-commerce website.
- 

