

Education

Indiana University-Purdue University Indianapolis
Master of Science in Human-Computer Interaction.

August 2022 - May 2024
(Graduating in May 2024)

PES University, Bangalore India.
Bachelor of Technology in Mechanical Engineering.

July 2017 - May 2021
(Degree conferred in Nov 2021)

Experience

User Experience Design Intern | Google

May 2023 - August 2023

Reference: [Nicolas Pellegrino](#), [Kristin Gray](#)

San Francisco, USA

- Worked on a hardware innovation project, my role as a user experience designer was to bridge the gap between software and hardware interactions by strategizing the design approach and future scope of the project.
- Engaged with cross-functional teams like Industrial design, hardware engineering, user experience research, mechanical engineering, and more to determine the critical user journeys.

Product Designer | Yocket

February 2022 - July 2022

Reference: [Mihika Roy](#), [Kashyap Matani](#)

Mumbai, India

- Led multiple projects from inception to execution, working closely with engineers, product managers, researchers, other designers, and stakeholders.
- Redesigned the onboarding flow, which met the user acquisition target of the company.
- Identified feed issues, formulated a redesigned model, resulting in a significant boost in user engagement.
- Designed and executed the 'Global Search' feature for the product on the web and mobile app.

UI/UX Designer | Quicko Infosoft Private Limited

June 2021 – January 2022

Reference: [Jasleen Kaur](#), [Vishvajit Sonagara](#)

Ahmedabad, India

- Focused on problem statements related to tax compliance, identified core product features, crafted user flows, designed product identity, and worked in close collaboration with engineers.
- Conducted user research, market analysis and crafted the user workflows to redesign the existing Income Tax filing web application, which after the redesign **increased the filing rate by 3 times**.
- Designed new products that simplify taxes - "MEET", enables assisted tax filing, and "Glyde", a mobile application for income tax filing.

Branding & Design Executive | PESU IO

July 2018 – November 2019

Reference: [Utkarsh Srivastava](#)

Bengaluru, India

- Designed a new intuitive product PESUFORUMS to build an active community for better learning.
- Took responsibility for developing and strategizing the objective and brand of the organization.
- Designed and monitored content for social media, website, and online and offline branding for the organization.
- Designed and Delivered a course "Art and Architecture" as an SME(Subject Matter Expert).

Skills

Design: Storyboarding, Information Architecture, Wireframing, Concept Design, Visual Design, Ideation, Usability Testing, Design documentation, Cognitive Psychology, UX Writing, Design Systems.

Research: User Interviews, Surveys, Competitive Analysis, Participatory Design, User Flows, Field Observations, Contextual Enquiry, Secondary Research, Design Thinking.

Business: Business Model, Value Proposition Canvas, Product Analysis.

Tools: Figma, Adobe XD, Webflow, Sketch, Illustrator, Photoshop, InDesign, Miro, Notion, Jira, Protopie, Procreate.

Volunteer Experience

Create Core Lead: The Amateur Scientist, PES University.

Event Organiser: Epsilon Science Fest, PES University.