

EXPERIENCE

INDmoney

UX Designer
Oct '20 - Jul '21

- Solved UX issues for a fintech mobile app with **3.5 million+ registered users**.
- Redesigned the app's UI for different investment verticals and created/maintained the team's new design library in **Figma**.
- Improved funnel conversions by 25%** by redesigning key user journeys to solve for investment instruments like stocks, fixed deposits, advisory.

Weave Lab

Research Intern,
Human Centered Design
Jun '19 - Apr '20

- Designed a block-based programming tool that allows storytellers to author immersive digital experiences using modalities such as speech, expression, & gestures. Stack: **Figma, HTML, CSS, Javascript, Firebase**
- Planned & conducted usability studies. Research contributions presented at **UIST 2019**, New Orleans.

Mastercard

Summer Intern
Jun '18 - Jul '18

- Designed and prototyped, in a team of 5, an internal web-based platform to streamline bulletin report creation and management between different verticals at Mastercard advisory.
- Filed and received **two patents** during the internship period.

VWO

Summer Intern
Jun '16 - Jul '16

- Designed for Visual Website Optimizer (VWO) – an A/B testing tool with clients like eBay, Target, Ubisoft. Prototyped the on-boarding flow for the tool's dashboard. Tools used: **Sketch, HTML, CSS, Javascript**.
- Designed and developed the chrome extension (**4k+ downloads**) used to provide a compact, accessible version of the UI for A/B testing.

SELECTED PROJECTS

Workaholic

- Designed and developed a platform that prompts users to engage in healthy ergonomic activities when seated for long hours in front of their screens.

Bots at Work

- Developed a chat/voice assistant based interface that uses natural language instructions to create/code websites.

Helping Hands

- Developed a sign language translator that detects signs (with **98% accuracy**) using an ordinary camera and converts them into spoken sentences.

High Museum of Art

- Designed a mobile app to improve visitor engagement at the High Museum of Art. Conducted contextual inquiry sessions, interviews, and usability studies.

EDUCATION

Georgia Institute of Technology

Aug '21 - May '23 (Exp)

Masters in Human Computer Interaction
GPA: 4.0/4.0

SKILLS

Design

Interaction Design, Prototyping, User Journeys, Illustration, Videography, Storyboarding, Wireframing

Research

Usability Studies, Interviews, Surveys, Affinity Mapping, Cognitive Walkthroughs, Competitive Analysis

Tools & Languages

Figma, Adobe XD, Photoshop, HTML/CSS, JS, React, Angular, Node, Mongo, Python, Tensorflow, OpenCV