

Education

UNIVERSITY OF CALIFORNIA, BERKELEY

Master of Information Management & Systems
UX and HCI focus

Class of 2018 | 3.79 GPA

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI

Bachelor of Technology
Computer Science

Class of 2012 | 3.56 GPA

Skills

Interaction design
Storyboarding
Wireframing
Visual design
Rapid prototyping
User personas
Behavioral economics
Journey mapping
Heuristic evaluation
Survey/interview design

Tools

Sketch
Photoshop
Balsamiq
Proto
Invision
Flinto
Figma
Laser cutter
Pencil and paper

Activities

- Often contribute to Medium and the Huffington Post
- Nature and wildlife photographer
- Enjoy playing cricket; big fan of the Indian cricket team

Recent projects

Hustle | **UX design lead** | Fall 2016

A team of 3, we created an app to improve users' physical wellness. I designed a system of interactions that promote accountability and habit-change.

Brushee | **Interaction designer** | Fall 2016

A team of 3, we created a smart-mirror to help toddlers brush their teeth. I designed the narrative and interactions to delight and engage children.

Pillpal | **Design researcher** | Spring 2017

A team of 4, we researched patients' medication habits. I interviewed patients in-person, created journey maps, personas and gave design recommendations.

Experience

Walmart Labs | **Interaction design intern** | Summer 2017

- Designed interactions that enable rapid basket building of daily essentials, also delivering visual design specs for easy accessibility and size of tap targets.
- Spearheaded the initiative to reshape product reviews, optimizing for contextual cues that help reviewers be more specific and descriptive.
- Prototyped multiple high fidelity comps, including those on future projects, that were later used for stakeholder demos.

Reimagining Mobility (sponsored by Ford) | **Teaching assistant** | Fall 2017

- Helped students design solutions that might augment, assist or automate people's interactions with automobiles, 10-15 years into the future.
- Mentored teams in scoping and synthesizing their findings from research.

Design for Use | **UX design intern** | Summer 2016

- Sketched, wireframed and designed the mobile web version of a then upcoming peer-to-peer money lending platform.
- Iterated on several lo-fi and hi-fi prototypes based on feedback from stakeholders, optimizing the interface for new user acquisition.

HCL Technologies | **Senior analyst** | 2013 - 2015

- Identified unique user goals to customize our platform for each client and designed modules to meet those requirements.
- Collaborated with product managers to plan and strategize the design direction that influenced the quality and timeline of future releases.

Medinfra | **Product Designer** | 2012 - 2013

- Conducted interviews and surveys to understand users and define personas.
- Created and refined user flows from concept to development that helped engineers empathize with users and influence product direction.