

ABOUT ME

As an empathy-driven user experience designer with a diverse background in information design, brand strategy and visual communication, I bring a comprehensive skill set to the table. I have 2+ years of experience building digital products and 2+ years of experience in a creative agency atmosphere, working with brands and SaaS products. I design to create positive impact!

WORK EXPERIENCE

UI/UX Designer, | 05/2023 - Present

Financial Services Innovation Lab, Georgia Tech | Atlanta, Georgia

FinTech tool: synthesize complex financial information (on-going project)

- Conducted competitive landscape analysis of AI Chatbot powered finance platforms to identify a novel space to situate the tool.
- Explored AI tools throughout the design process like Figjam AI, Gallileo AI, Kombai, etc. to learn to streamline the design and development process.
- Worked with cross functional team to identify functional challenges with the LLM used to create the tool.

Lab Website Re-design

- Conducted a design and usability audit along with interviewing 7 current lab members to isolate usability issues.
- Created the design system, digital assets and content for the website which improved information accessibility and increased traffic by 30%.
- Collected and managed new data for the website on CMS platform- Hygraph.

Leadership: Teaching Assistant, | 08/2023 - 05/2024

Georgia Tech | Atlanta, Georgia

- Mentored and advised 5 student teams working with industry partners on assessing needs, navigating client relationships, maintaining timelines, documenting and scoping projects to be able to ship them in a given time-frame.
- On-boarded 1 client for industry projects focusing on user research in the space of 'trust in media'.

Freelance Designer, | 03/2019 - 08/2022

Self employed | Mumbai, India

- Worked in collaboration with UX Designer to establish brand identity and user experience of KonnectHood (SAAS based mobile application)
- Designed an interactive instructional manual for Tipco Pvt Ltd's products specifically to explain their use cases to architects and construction workers.
- Led 3 workshops to iterate on the brand identity and strategy of a Special Education service with stakeholders.

UI/Visual Designer, | 10/2020 - 03/2021

Design Square LLP | Mumbai, India

- End-to-end UX process including Ideating, wire-framing, low and high-fidelity prototypes for the Mantra Luminosity DS LLP website in collaboration with the design team. [VIEW PROJECT](#)
- Packaging design for 3 F&B and B2C brands: Symplic, Hem Corp, Aptar which helped promote their products in new markets. [VIEW PROJECT](#)
- Concept strategy and content design for Griffith Food's festival campaign to promote their product usage during the festival of Diwali. [VIEW PROJECT](#)

*Projects not available on portfolio due to NDA.

HIGHLIGHTED PROJECT

Designing for Trust in emerging technologies for health: Master's Thesis Project

This project engages in research with relevant literature, mental health experts and mental health and wellness applications and to derive design considerations to address ethical AI and its trustworthiness. Additionally, it prototypes new forms of privacy notices and interactions during onboarding to advocate for the user.

TOOLS AND LANGUAGES

Design and Programming

- Figma/ Figjam
- Adobe Suite (Illustrator, Photoshop, Dreamweaver)
- Galileo.AI
- Functional knowledge of JavaScript, Html, CSS

Information management and productivity

- Notion
- Asana
- Qualtrics
- Hygraph

UX DESIGN

Design

- Ideation
- Empathy maps
- Personas
- Storyboarding
- Customer Journey maps
- Information Architecture
- Wireframing
- Prototyping
- Interactive narratives
- Design futuring
- Conversation design
- Data Visualization

Research

- Stakeholder interviews
- Competitive audit
- Contextual inquiry
- Heuristic analysis
- Co-design workshops
- Task analysis
- Affinity mapping
- Thematic analysis
- Usability testing
- Secondary research
- Visual identity
- Typography

EDUCATION

M.S. in Digital Media - HCI

Georgia Institute of Technology | GPA: 4.0

Atlanta, Georgia | 2022 - 2024

Relevant Courses:

- Principles of Interaction Design
- Wearable Tech for Health
- Project Studio: Speculative design and data ethics

B.Des in Information Arts and Design Practices

Srishti Institute of Art Design and Technology | GPA: 3.8

Bangalore, India | 2016 - 2020