

WORK EXPERIENCE

Product Designer | Freelance | August 2021-Present

Clients Served: iDesign.Market, Eval360Research, CollegeConnected USA, Thoughtcloud USA, VisionFulfill Digital Consulting USA

- Designed a project and inventory management tool for iDesign.Market, improving contractor efficiency by 35% and reducing miscommunications by 50%; created a Tableau dashboard for Eval360Research, visualizing healthcare demand data and reducing supply chain inefficiencies by 20%; and led the redesign of CollegeConnected USA's platform, increasing user retention by 25% and reducing bounce rates by 18%.

Product Designer | Knowbility | November 2024-Present

- Created an accessibility-first design system in Figma by standardizing typography, color contrast, and interactive components, ensuring consistency and compliance with WCAG guidelines reducing developer handoff errors by 40%.
- Designed mockups, wireframes and developed Kirby CMS web pages with semantic HTML and ARIA landmarks, achieving a 30% improvement in usability for screen reader users.

Product Designer | Dick's Sporting Goods | June 2024-November 2024

- Designed 5+ features in collaboration with Product, Engineering, and QA, leveraging user research to drive revenue growth and meet KPIs.
- Led end-to-end UX design for Community Pass, optimizing 20+ mobile and tablet screens through user research and A/B prototype testing for validation, projected to increase revenue per rostered player by 3.2x to 5.5x.
- Delivered developer-ready Figma prototypes for Shared Streaming and Film Analysis, driving a 20% increase in participation and a 25% boost in volleyball engagement, while auditing and redesigning 20+ web components with engineers to improve UI consistency across 50+ screens.

Dell Medical School | Lead Product Designer and Researcher | January 2024-May 2024

- Spearheaded the development of a clinical decision support system (CDSS) by leveraging behavior change theory and tailored diagnoses to enhance patient nutrition education and reduce decision-making time for dietitians by up to 45%.
- Led UX research and design as the sole designer, conducting 5+ user interviews and 3 stakeholder workshops to influence key decisions, earning the Dean's Choice Award at The University of Texas at Austin.

Product Designer | iDesign.Market (Early-Stage Startup) | November 2021-May 2022

- Conducted usability testing with 15+ stakeholders, refining designs to improve CSAT scores; designed and prototyped two enterprise SaaS products and a CRM, aligning the UX strategy with business objectives to capture a share of the \$690M Total Addressable Market (TAM).

Service Design Engineer | Dyson | March 2019-August 2021

- Led a human centered design engineering team of 10 to design interactive product and service demos that enhanced virtual customer experience (CX) during COVID lockdowns by conducting customer research, collaborating with cross-functional teams, testing operational workflows, and using user feedback to refine business critical customer journeys and touchpoints, boosting NPS from 79 to 90 in 6 months.
- Defined customer journeys and service design blueprints to enhance customer success, optimize service pipelines, and streamline reverse logistics processes, validating the experience against acceptance criteria and increasing NPS by 10%.
- Designed and documented operational workflow blueprints for the refurbishment facility, optimizing efficiency and increasing output by 32.5%.
- Led and maintained incident response documentation for a Particulate Matter Sensor error, reducing replacement costs by \$243 per unit and collaborating with teams to enhance training materials and technical proficiency.

EDUCATION

University of Texas – Austin

Master of Science in Information Science (Human-Computer Interaction and Product Management Track)

August 2022- May 2024

Guru Gobind Singh Indraprastha University - Delhi

Bachelor of Electronics & Communications Engineering

August 2015-May 2019

LEADERSHIP QUALITIES

Verbal and Written Communication Skills, Cross-Functional Collaboration & Presentation Skills, Attention to Detail, Empathy, and Decision-Making.

SKILLS

Qualitative and Quantitative User Research, Interviewing, Design Validation, Usability Testing, A/B Testing, Accessibility Auditing, UX Research, UX/UI Design, Visual Design, Interaction Design, Information Architecture, Typography, Graphic Design, Content Creation, Visual Collaboration, Video Creation and Editing, Rapid Prototyping, Wireframing, Frontend Web App Development, UX Writing, Product Management (Agile/Scrum), Project Management, Go-to-Market Strategy, Market Research, Marketing Campaign Development, Data Science, Statistics and Analytics.

TOOLS

Figma, Sketch, Balsamiq, Framer, Webflow, Miro, Mural, Adobe Creative Suite—Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Adobe After Effects, DaVinci Resolve, WAVE, ANDI, AXE, Hotjar, Power BI, Tableau, Lucidchart, Airtable, Braze, SQL, Slack, JIRA, Confluence, Microsoft Office (Excel, PowerPoint, Word), Notion, SharePoint, HTML5, CSS3, JavaScript, React, GitHub/Git Version Control, jQuery, Python, and Libraries—NumPy, Pandas, Matplotlib.

AWARDS

- **Dick's Sporting Goods (GameChanger):** Awarded Best Overall & Best Basketball Hack out of 50 participants in Company Wide Hackathon 2024.
- **Dyson:** Recipient of the 'Pioneering Award' for Service Design in Virtual CX and multiple 'Employee of the Quarter' recognitions.
- **University of Texas at Austin:** 2024 Dean's Choice Award for Capstone Project with Dell Medical School's Nutri Team.