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EDUCATION

Master of Design (Interaction Design)

Indian Institute of Technology
Bombay - Industrial Design
Centre, Mumbai - 2014

Bachelor of Fine arts

Sir J.J Institute of Applied arts,
Mumbai - 2010

Design thinking Coach

Certification, Bengaluru - 2019

Spreading design awareness as a design thinking coach, mentoring and coaching across the hierarchy with design thinking sprints and workshops, to help drive better efficiency and business gains.

User Experience Designer, researcher and Design thinking facilitator; with 10+ years of experience designing consumer technology products, enterprise software, IoT, Finance and e-commerce. Independently leading user research and user-centric design development in various product development stages. The diverse experience in multiple design disciplines brings a wider point of view to see design holistically than sticking to only screens.

EXPERIENCE

Indusind Bank | Assistant Vice President - UX

April 2023 to Present | Location: Bengaluru

Making banking easier for millions of users, through intuitive and usable banking applications. Leading design for retail Banking, merchants and MSME banking. Mentoring internal design teams as well as vendor design teams on design development.

Ernst & Young (EY) – Senior UX Consultant

March 2022 to March 2023 | Location: Mumbai

- Partnered fully with PMs, designers, dev and QA teams to scope, plan and execute UX solutions.
- Led design team on product strategy, wireframes, journey maps and prototypes, to execute better user experience.
- Facilitated and led UX research, stakeholder workshops, research presentations and approaching with a design strategy, solutions and iterations.
- **Projects** - Crafted engaging experiences for an E-Commerce Portal that drives user adoption and brand trust, through interactions, content and visual design. Designed Finance frontend portal for Loan origination System.

RECOGNITION

Value Champion award - For going above and beyond commitment to the BSH values, 2019, Bosch Siemens Household Pvt. Ltd.

UI Design winner - for outstanding design contribution of Asian top loader machine interface, 2021, Bosch Siemens Household Pvt. Ltd.

IF Design award for Best Product in home Appliances 2023

Bosch Siemens Household Pvt. Ltd. (BSH) Assistant UX Manager | Sept 2018 to Feb 2022 | Bangalore

- Worked as UX design expert plus project management support in product development processes. On product strategy, wireframes, journey maps and prototypes, to execute better user experience.
- done immersions, design development, design acceptance tests, usability testing and iterations.
- **Projects** - Designed the major household product interfaces for Bosch's Most successful products in Category and lot application design, led the design on UI and UX front.
- Conducted user research across multiple geographies, and defined the user experience features. Usability testing in various phases. Intensive collaboration in multi-disciplinary teams on research, development and QA.

Finalmile Consulting (Fractal) - Behavior Architect & Ux Researcher | Sept 2015 to July 2018 | Mumbai

- Worked on various domain applications and portals that include Finance, Insurance, Education and Entertainment. Worked on research and design from UX point of view in collaboration with Behavior Science Experts, designers and other domain experts.

Globant (Clarice Technologies) - User Experience Designer, | Aug 2014 to Sept 2015 | Pune

Worked as a UX designer on various Websites and apps for Internet security (Quick Heal) and E-commerce (C-bazaar)

TATA Consulting Services, UX Analyst | March 2013 to May 2013 | Pune

Internship Project for TCS's platform applications.