

## Summary

I am a design professional with around 9 years of experience across multiple domains like finance, manufacturing, research, healthcare, ecommerce, automobile, engineering services, fitness and nutrition and home décor.

Having worked on new products to legacy revamps, I have been actively involved in design thinking workshops with key stakeholders from the requirement gathering stage to delivery. Being a UX evangelist, problem solving, user empathy, stakeholder management, and effective communication are few skills that I developed as part of a product team and even as a consultant.

I have worked on mobile apps to web-based applications to responsive designs with a fair understanding of Accessibility and contributions to the Design Systems. Within an agile work environment, I have collaborated with Stakeholders, Business Analysts and Developers while supporting other designers in my team.

## Publications

- o Requirement of new media features for enhancing online shopping experience of smartphone users (published by Springer in 'Advances in Intelligent Systems and Computing Series')
- o 'Legacy Experience': A greater challenge than 'Legacy Technology' for Organizations (CitiusTech Healthcare Technologies Pvt. Ltd. Blog)

## Design Research and HCI skills

- o User research including Contextual Inquiry, Questionnaire survey, User Interviews
- o Persona, scenario, task flow analysis, customer journey maps, competitive analysis
- o Usability Analysis including Heuristic Evaluation and expert reviews
- o Usability Testing including Think Aloud Protocol and Cognitive Walkthroughs
- o Card sorting, Information Architecture and Concept Detailing
- o High and low fidelity prototyping, Interaction Design
- o User Testing and protocols

## Design Tools

- o Axure, Figma, Adobe XD, Sketch

## Overall Responsibilities

- o Understand domain, ecosystem/existing products, scope and business objective through secondary research and processes like stakeholder interviews and overall digital landscaping
- o Get connected with key user groups to build personas and understand pain points which can become a reference point for the entire team
- o Working sessions/organize workshops with stakeholders to draw concept sketches and finalize on the ideation and optimized IA, workflows and building user journeys
- o Validate low and high fidelity prototypes with key stakeholders at stages
- o Provide high fidelity interactive wireframes for stakeholders and development in an agile setup

- o Work with Visual Designers and ensure development as per functionalities and visual guidelines with regular reviews
- o Mentor team members and bring out consistent UX deliverables
- o Evangelize UX to improve awareness among teams within organization or even on the client side

## Work Experience

### Thoughtworks Technologies India Pvt. Ltd.

Senior UX Consultant (October 2021 – till date)

Thoughtworks is a leading global technology consultancy that integrates strategy, design and software engineering to enable enterprises and technology disruptors to thrive.

#### ■ Loan Management System (LMS)

- o One of India's top NBFCs having a huge impact in the lives of people across rural and semi-urban India needed to rebuild their legacy LMS applications.
- o The responsive designs will help them in their core functionalities of receipt issuing to customers or dealers among others, supporting business models like trade advance, and thus have an overall monitoring of approvals of money flow in and out of the organization along with an admin portal.

#### ■ AI Platform for Packaged Goods Inspection

- o An AI driven cloud analytics platform that helps monitor the packaged goods supply chain for food safety and quality in the USA had to be built for scalability considering its growth in terms of inspection types as well as their clients.
- o Dashboards and web platforms were designed considering TVs installed on the shop floor to support the range of business users for overall monitoring to those on the floor for continuous tracking.

### YUJ Designs Pvt. Ltd.

UX Designer (April 2020 – September 2021)

YUJ Designs is a UX Design and Research Studio with clients across verticals like Non-Banking Finance, healthcare, automobile, retail and more. The NBFC client that I worked for deals with lending products such as personal loans, unsecured business loans, group loans across retail and rural segments. I worked at the client location on a number of projects under the NBFC.

#### ■ Location Tracking

- o The application helps organizations to know the location of all the on-field agents who take care of customer onboarding or even EMIs in urban/rural sectors so as to avoid business/monetary loss in scenarios like fraud or death and enable appropriate travel reimbursements.
- o Mobile/web platforms were designed primarily for Field agents and their managers, then the national manager for monitoring agents and the admin for claim approvals and user access.

### Cactus Communications Pvt. Ltd.

UX Designer (December 2019 – April 2020)

Cactus Communications is a technology company that caters to a niche segment of researchers, universities, publishers, academic societies, and life science organizations with multi-resource support for their research and research communication endeavours.

## ■ R Platform

- o The platform enabled users to browse and act on all their activities including subscriptions, payments and schedule done across 5 existing applications which would further have login based on 5 different user groups.
- o Website design started with the profile screen for researchers, use cases and eventual transition of all applications to the R platform. Information architecture was finalized and features were listed based on data gathered around user behavior, engagement and gamification

## **CitiusTech Healthcare Technology Pvt. Ltd.**

Sr. UX Designer (March 2017 – December 2019)

CitiusTech is a specialized provider of healthcare technology and business process services to healthcare technology companies, healthcare providers, managed care organizations, health plans, and disease management companies.

## ■ Clinical Trial Data Projection Tool (USA Healthcare)

- o The application helps organizations to create a study and manage patient data coming from the associated facilities, physicians or clinics.
- o Web application was designed for Data Managers to be able to schedule visits required for the study so as to predict and identify missing pages from Case Report Forms to analyze the actual status of different studies/trials.

## ■ H-Scale `

- o The H-Scale Platform allows organizations to manage data as it comes from multiple source systems until it gets stored in the desired format. Data Transformation enables mapping of data into different tables while data quality helps in validating the data to avoid errors in the analysis phase.
- o Web application was designed for technical users to manage huge data with ease.

## ■ Application for Monitoring Clinical Trials

- o The applications leverage Digital Technology for enhancing Patient experience throughout the clinical trial and accelerates the trial efficiency by empowering the Patients, Trial Investigators and Sponsors with a Configurable Mobile Application.
- o It was designed for iOS and Android platforms to enable organizations to manage clinical trials that include continuous engagement of the Principal Investigator and Patients.

## ■ User Access Management

- o Access management is a process of granting authorized users the right to use applications, services, service groups, data or functions, while restricting access to non-authorized users. It acts as an umbrella framework which enables organizations to manage user rights to individual CT products without any dependency.
- o Web application was designed to give an admin user the ability to manage access rights across an organization

## **Fitgenie**

UX Consultant (Dec 2016 – Mar 2017)

Fitgenie is a platform in the Health & Fitness B2C space for India and beyond.

Mobile application was developed for users to get easy access to fitness centers as well as nutritionists around them so as to encourage healthier life. Brainstorming sessions with stakeholders and secondary research helped identify and incorporate behavioral patterns into concepts and features.

## **ListUp**

UX Designer (Oct 2016 – Dec 2016)

ListUp is a platform focused on P2P exchange of second hand goods, which aims to bridge buyers & sellers using location-based discovery of products and social approach to classifieds.

Worked with stakeholders to understand and improve the overall experience of the application based on user feedback collected using questionnaires and helped identify and introduce new features like auctions after competitive analysis and secondary research.

## **CarWale**

UX Intern (Jan 2016 - May 2016)

CarWale is a platform where car buyers and owners can research, buy, sell and come together to discuss and talk about their cars. Their primary goal is to empower Indian consumers to make informed car buying and ownership decisions with exhaustive and unbiased information on cars.

Worked on features like used cars, locate dealer and car buying assistance to enhance and take car buying experience to the next level on mobiles.

## **Geometric Ltd.**

UX Intern (May 2015 - July 2015)

Geometric is a specialist in the domain of PLM Engineering Services Embedded systems & Technologies, helping manufacturers across various domains achieve their business goals.

Being a part of CAD Product Development team, I understood the use and issues around CAD products across domains like aerospace, motorboats and machines after user interviews and think-aloud sessions. Helped work on improving user experience of web based product DFM Pro, a plug-in available for CAD products like NX 10, CATIA, SOLIDWORKS so as to encourage users to make it part of their regular work process and help them achieve better results with minimum iterations.

## **IIT Hyderabad**

UX Intern (December 2014)

The Indian Institute of Technology Hyderabad (IIT Hyderabad, IITH) is a public engineering and research institution located in Sangareddy district, Telangana.

Worked under Dr. Prasad Onkar on 3D menu interaction in virtual reality to help create immersive experience in a virtual sketching environment using tools like “Geomagic” that provides haptic feedback with regards to surface texture, weight of the object.

## **Interskale Digital Marketing and Consulting Pvt. Ltd.**

UI / Graphic Designer (July 2013 - June 2014)

Interskale is a full service digital marketing firm based in Mumbai with clients like Sessaasai, ISB Hyderabad, Repro India, Sheenlac, NTL Electronics, and Amplifon.

Designed brochures, posters, social media banners, landing pages, email campaigns, info-graphics by creating designs based on global client requirements and market trends.

## **Education**

### **User Experience Design**

Post-Graduation, 2016  
MIT Institute of Design, Pune

### **Applied Arts**

BFA, 2013  
Sir J.J. Institute of Applied Arts, Mumbai

## **Workshops/Courses**

- o Samsung R&D workshop on UX Research technique: Grounded Theory
- o Interaction Design Foundation Course: Conducting Usability Testing

## **Activities**

### **Extracurricular**

- o Semi-finalist in District level Table Tennis tournament and participated in State level Table Tennis tournament
- o Completed basic level in French language

### **Interests**

Traveling, Table Tennis, Cycling, Badminton, Writing, Exploring food joints

### **Languages**

English, Marathi, Hindi, French, Gujarati