

Actively looking for full time positions, open to on site/ hybrid working.

ABOUT ME

As an empathy-driven interaction designer with a diverse background in Information and Visual Design, I bring a comprehensive skill set to the table. I thrive in collaborative environments and seek leadership opportunities. I believe that designing around emotion is key to creating impact.

LEADERSHIP AND COMMUNICATION

Teaching Assistant, | 08/2023 - present
Georgia Tech | Atlanta, Georgia

- Conducted weekly workshops to teach creative coding software like Twine and p5.js focusing on effective interaction possibilities using JavaScript for 20 students.
- On-boarded one client for industry driven projects focusing on user research and design methods.
- Awarded full tuition waiver for the Fall '23 and Spring '24 semester.

WORK EXPERIENCE

Product Design Lead, | 05/2023 - Present
Financial Services Innovation Lab, Georgia Tech | Atlanta, Georgia

Lab Website Re-design

- Conducted a design and usability audit along with interviewing 7 current lab members to isolate usability issues.
- Led brainstorming session to identify key structural challenges, resulting in a more intuitive information architecture and seamless user flow.
- The re-design improved information accessibility, increased traffic for website by 30%.
- Collected and managed information for the website on CMS platform-Hygraph

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

- Conducted competitive analysis of chatbot based platforms that can extract information from documents (including financial docs).
- Led brainstorming session with team to identify and define unique features to improve usability.

Design Student Assistant, | 10/2022 - 05/2023
Partnership for Inclusive Innovation | Atlanta, Georgia

- Designed 15 informational and marketing collaterals (web and print based) for 2 campaigns for social startup incubation initiatives.
- Worked on project management system- Basecamp in collaboration with Marketing director and design partners.

Visual Designer, | 10/2020 - 03/2021
Design Square LLP | Mumbai, India

- End to end UI/UX process including Ideating, wire-framing, low and high-fidelity prototypes on Figma for the Mantra Luminosity DS LLP website in collaboration with the design team.

INTERNSHIPS

Visual Design Intern, | 05/2019 - 07/2019
Base501 | Mumbai, India

- Conducted a usability audit and analyzed the user journey of an e-commerce website to understand limitations and identify improvement opportunities.

SKILLS

Tools and languages

- Figma, Figjam
- Sketch
- Adobe Suite (Illustrator, Photoshop, InDesign, Dreamweaver,)
- Notion, Asana
- Twine
- p5.js
- Procreate
- Coding (JavaScript, Html, CSS,)
- Google suite
- Qualtrics
- Microsoft Office

UI/UX Design

- Ideation
- Empathy maps
- Persona building
- Storyboarding
- Journey maps
- Info. Architecture
- Wireframing
- Prototyping
- Illustration
- Interactive narratives
- Typography
- Design futuring
- Branding
- Data Visualization

Research

- Interviews
- Market research
- Contextual inquiry
- Co-design workshop
- Design audit
- Task analysis
- Affinity mapping
- Thematic analysis
- Usability study
- User testing

EDUCATION

M.S. in Digital Media - HCI
Georgia Institute of Technology | GPA: 4.0
Atlanta, Georgia
2022 - 2024

Relevant Courses:

- Principles of Interaction Design
- Design Futuring
- Interactive narratives
- Wearable Tech for Health
- Research Methods in Psychology
- Computer as expressive medium

Campus Involvement:

- Member of the Future Feelings Lab lead by Dr. Noura Howell.

B.Des in Information Arts and Design Practices
Srishti Institute of Art Design and Technology |
GPA: 3.8
Bangalore, India
2016 - 2020

VOLUNTEER WORK

Illustrator, | (07/2020 - 10/2020)

Saturday Art Class and Teach for India

- Illustrated educational material developed for underprivileged children that was taught at over 5000 government schools in India.