

#### CAREER GOAL

To help create interfaces which are not only visually appealing, but also provide the best user experience.

#### **CONTACT INFO**

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# **EXPERIENCE**

#### **UX DESIGNER**

| 08.2017-05.2018

### PENJI, CAMDEN, NJ

- · Conducted an in-depth UX audit on the existing system, thus providing vital recommendations for the redesign.
- · Service design in the form of assisting in mapping the userflows and creating site map for the web application.
- Conducted research comprising of user testing, surveys and competitive analysis.

#### UI/UX DESIGNER

| 05.2017-08.2017

#### WATERFRONT MEDIA, CAMDEN, NJ

- Helped create wireframes as well as visual designs for static websites, web applications and mobile applications.
- Created visual mock-ups as well as graphic elements using Photoshop/Sketch.
- Used Invision to compile the static mockups into interactive prototypes for usability testing and client demos.

# WEB DESIGNER AND DEVELOPER

| 05.2014-04.2017

#### XPRESSO LABS, MUMBAI, INDIA

- Freelance work including design and development of websites.
- Interacted directly with the clients to gather requirements and site content.
- Designed and developed static websites as well as dynamic web applications.

## **EDUCATION**

### THOMAS JEFFERSON UNIVERSITY, PA

|08.2016-05.2018

#### MS IN USER EXPERIENCE AND INTERACTION DESIGN

- User Research Methods
- Information Architecture
- User-Centered Designing
- Mobile-first Approach

# UNIVERSITY OF CALIFORNIA, SAN DIEGO

| 04.2016

#### INTRODUCTION TO HUMAN-CENTERED DESIGN [COURSERA CERTIFICATION]

Need Finding

- Rapid Prototyping
- Structured Interviewing
- Heuristic Evaluation

# MUMBAI UNIVERSITY, INDIA

| 08.2012-05.2016

### BACHELORS OF ENGINEERING IN INFORMATION TECHNOLOGY

Web Development

- Database Designing
- Search Engine Optimization
- Mobile App Development

### SKILLS

# USER EXPERIENCE RESEARCH

- User Interviews
- Contextual Inquiry
- Surveys
- User Personas

# INFORMATION ARCHITECTURE

- Affinity Diagram
- Site Mapping
- Labeling
- Navigation

# INTERACTION DESIGN

- User flows
- Feature Maps
- Wireframes

- USER INTERFACE DESIGN
- Design Layouts
- Graphic Elements
- Visual Mock-ups
- Interactive Prototypes Invision Demos

# **TOOLS**

Axure

Sketch

Photoshop

Invision

HTML + CSS

WordPress

#### Others:

- Typeform
- Illustrator
- · Balsamiq
- · Marvel & Pop
- Flinto
- User Testing
- Slack
- Trello
- Zeplin
- Bootstrap
- JavaScript
- PHP & MySQL

# INTERESTS



