

EXPERIENCE

DeFiner Lab

Minneapolis, MN (Remote)

UI/UX Design Intern

July 2023 - Sept 2023

- Revamped Typelt, a **Web3 mobile and web platform**, by crafting intuitive navigation and clear call-to-action elements, enhancing visual hierarchy, which resulted in a **10% increase in conversion rates** and a **15% boost in user engagement**.
- **Executed** comprehensive **A/B testing** and **Usability testing** to inform a data-driven enhancement strategy for Typelt's Ambassador recruitment page.
- **Collaborated** with **cross-functional teams**, including product managers, engineers, and designers, to facilitate **rapid prototyping** and **feedback loops**, ensuring seamless integration of design elements, and successfully **shipping the Tpelt product**.
- Contributed to the design of a **cross-platform scalable design system** for ZooEx, a DeFi platform, ensuring **user interface** cohesion and alignment with **strategic business outcomes** and **user objectives**.

Indiana University

Bloomington, IN

Graduate Associate Instructor (Part-Time)

Aug 2022 - Present

- Guiding **150+ students** in Computer and Information Ethics course, encouraging **advanced research** and **critical thinking** for adept handling of ethical challenges in computational systems and enhancing awareness and **decision-making** skills.
- Instructing **50+ students** in the Human-Computer Interaction and Programming course, delivering expert advice on **UI design**, and implementing **qualitative** and **quantitative testing** methodologies.

Arnita Consultants Pvt. Ltd.

Mumbai, India

UX Designer

Dec 2021 - May 2022

- **Spearheaded** an **end-to-end website overhaul** by creating **user journey mapping** to identify critical touchpoints, resulting in a **16% increase in client acquisition** within the first quarter.
- Conducted **8+ stakeholder interviews** and **heuristic evaluations** to optimize the content, search system, and information architecture, reducing cognitive load and enhancing overall user experience.
- Tailored **typography**, **color schemes**, and designed **15+ illustrations**, reinforcing visual coherence throughout the website.
- Developed a **component library** for Afita Constructions that streamlined design consistency and cut down **repetitive task completion times by 32%**.

Freelance Work

Mumbai, India (Remote)

UI/UX Designer

April 2021 - Dec 2021

- Spearheaded **competitive analysis** and **market trend** evaluation to develop a code-ready **B2C e-commerce** fashion website.
- Engineered and refined **30+ wireframes**, high-fidelity mockups, interactive prototypes, and micro-animations using Figma, leading to a **54% increase in user retention**.
- Orchestrated a **user feedback loop** through surveys, driving a **10% increase in product discoverability**.

DCOOP Architects

Mumbai, India

Architect

March 2020 - May 2021

- Directed **end-to-end design** for 3 architectural projects by implementing a Tender Drawing framework and **collaborating** with MEP consultants, resulting in enhancing processes and achieving a **15% operational efficiency**.
- Devised **user-centric** and **visual storytelling strategies** for high-impact public interventions for the Ente Kochi urban design competition, securing a Top 6 position at a national level.
- Facilitated interactive **design workshops** for interns on foundational **design principles** and **project management** techniques.

EDUCATION

Master of Science in Human-Computer Interaction

Aug 2022 - May 2024 (Expected)

Indiana University Bloomington

Coursework: Introduction to HCI, Experience Design, Information Architecture, Interaction Design Methods, Product Management, Design Strategy, Visual Design

Bachelor of Architecture

June 2014 - April 2019

University of Mumbai

SKILLS & TOOLS

UX Design: Ideation, UI/UX Design, Experience Design, Information Architecture, Wireframing, Prototyping, Journey Mapping, Visual Design, Style Guides, Card Sorting, User Flows, Storyboarding, Responsive Design, Design Systems

UX Research: Competitive Analysis, Design Workshops, Contextual Inquiry, User Interviews, Persona Development, Affinity Mapping, Design Thinking, A/B Testing, Usability Testing, Cognitive Walkthrough

Tools: Figma, Sketch, InVision, Axure RP, Framer, Balsamiq, Zeplin, Miro, Adobe Creative Suite, Autodesk AutoCAD, Blender, HTML, CSS

Collaboration: Agile UX, Cross-Functional Collaboration, Problem Solving, Team Leadership, Adaptability