

WORK EXPERIENCE

Experience Design Intern | **Rocket Mortgage**

May 2023 - Dec 2023, Hybrid

- Revitalized and strategized the **lead generation form flow** for Rocket Mortgage with an average **traffic flow of 2M people per month**, resulting in a yearly **revenue of \$141M**.
- **Executed 30 A/B tests over 6 months**, driving **18% average traffic gains** vs. control and adding **\$2M in profit** with **80,000 average visitors** per test.
- **Collaborated closely** with product managers, developers, and UX writers to provide insights, inform the business plan, & help prioritize the MVP goals for Launchpad.

UX Designer | **Inovatyv**

September 2021 - May 2022, Singapore (Remote)

- Revamped client's brand identity and website, resulting in a **32% increase in web traffic** by changing the look and feel and enhancing user experience.
- Spearheaded a team of 2 designers to **complete 9 UX design projects** for National University of Singapore student teams within a **timeframe of 1 month**, increasing quarterly **profits by 10,000 Singapore Dollars**.
- Championed multiple stakeholders **across 3 time zones to complete projects** by staying on top of deadlines, creating project plans, and providing regular updates.

Visual Design Intern | **Inovatyv**

June 2021 - September 2021, Singapore (Remote)

- Independently redesigned and revitalized a clinic website, contributing to a **26% increase in user traffic** by conducting design workshops and producing key deliverables, including information architecture, design styles, and wireframes.
- Conducted heuristic evaluation and iteratively resolved Framer-based local data transfer issues, contributing to the development team's final product creation.

UX Engineer | **Hairfox**

December 2020 - February 2021, Mumbai

- Designed and coded a salon's website, including administrative backend workflows using Adobe XD, React, and NodeJS, **resulting in a 64% increase in customer retention**.
- **Conducted a usability study with 12 participants** to test a design concept by planning the study, recruiting participants, moderating, and synthesizing data.

EDUCATION

Indiana University Bloomington

August 2022 - May 2024, Bloomington

Masters in Human-Computer Interaction and Design.

University of Mumbai

August 2016 - October 2020, Mumbai

Bachelor in Engineering major in Information Technology.

SKILLS

Design

Visual Design, User Research, User Flows, Information Architecture, Wireframes, Affinity Maps, Mockups, Style Guides, User Personas, Storyboarding, and Prototyping.

Research

Competitive Analysis, Design Workshop, Brand Workshop, User Interviews, and Cognitive Walkthrough.

Prototyping

Rapid Prototyping using Figma & Framer, Micro animation.

Programming

React JS, CSS3, HTML5, Javascript, APIs, Firebase, Node JS, Python.

Tools

Figma, Adobe Suite, AutoCAD, Framer, VS Code, Productboard, Webflow.

LEADERSHIP & TEACHING

- Working as team lead in Serve IT Clinic to help design and build websites for non-profits.
- Mentored undergraduate students in their capstone projects and taught them the basics of HCI.