

## Select Experience

### Sr UX Designer, Deloitte Digital

*Los Angeles, CA — August 2017 - Present*

- Conduct design thinking sessions to help clients think of human-centered solutions and define strategy and vision of future products.
- Ascertain clear business objectives and outcomes, communicate potential risks, set milestones and create overall design experience for products.
- Introduce new design patterns, trends, technologies and mentor junior designers.
- Select Clients: Anthem, Disney, Celgene

### UX Designer, Deloitte Digital

*Los Angeles, CA — November 2015 - August 2017*

- As one of the Los Angeles studio's first hires, helped outline principles and methodologies to drive overall approach to design solutions.
- Worked on over 10 diverse projects including websites, admin portals, mobile applications, smart refrigerator interface and a kitchen display screen.
- Select Clients: Taco Bell, City National Bank, PayPal

### UX Designer, Splunk Inc.

*San Francisco, CA — June 2015 - October 2015*

- Worked with Project managers, Visual Designers and Engineers to manage the design and development of core areas of Splunk websites including download, signup, pricing pages and site navigation.
- Conducted end-to-end user testing and A/B testing of concepts, which not only impacted design but also drove major e-commerce strategies.

### Interaction Designer, BitTorrent Inc.

*San Francisco, CA — July 2014 - April 2015*

- Being the lead UX Designer on the websites team, led the user centered design process of online face of the entire BitTorrent product portfolio.
- Led efforts to address user pain points related to the browsing, product comparison and purchase experiences via research interviews and usability studies.
- Collaborated with Brand Strategists, Product Managers and Data Analysts to improve customer engagement and conversions.

### UX Designer and Researcher, University of Michigan Medical School

*Ann Arbor, MI — August 2013 - April 2014*

- Drove user research and synthesis on faculty evaluations in the UM Hospital, created personas and scenarios, led affinity diagramming sessions, designed and moderated several usability studies.
- Designed an iOS mobile application prototype for faculty evaluations of medical students.
- Developed a report of features and final test findings to present to the UM medical board for funding development of the mobile application.

## Education

### Master of Science in Information (HCI), University of Michigan School of Information

*Ann Arbor, MI — August 2012 - May 2014*

### Bachelor of Engineering in Information Technology, University of Mumbai

*Mumbai, India — August 2008 - June 2012*

## Skills

### UX Methods

Contextual Inquiry  
Affinity Diagramming  
Diary Studies  
Survey Design  
Competitive Analysis  
Heuristic Evaluation  
Usability Testing  
Personas and Scenarios  
Storyboarding  
Interaction/Concept Mapping  
Interaction Design  
Prototyping  
Wireframing

### Tools

Adobe Creative Suite  
Sketch  
Balsamiq Mockups  
Axure  
OmniGraffle  
Proto.io

### Programming

HTML  
CSS  
JavaScript

## Leadership

### Member

Student Organization  
for Computer-Human  
Interaction  
2012 - 2014

### Marketing Head and Cultural Secretary

Student Council  
(Elected) 2010 - 2012