

EXPERIENCES

ISN

Product Designer II

Aug 2023 – Present

- Designed a 0 to 1 mobile AI chat assistant, as the sole product designer, by closely collaborating with product managers, SMEs, and company leadership, and creating 25+ low-fidelity design options, conducting testing with 6 users, creating hi-fidelity prototypes for MVP, figuring API errors, deciding metrics points, haptics, and animation, and preparing designs for developer handoffs.
- Designed solutions for biometric authentication, account recovery, data deletion, and shared documents by creating new user journeys, improving UX copy, and introducing UI patterns to the design library.

New York Times

Product Designer

Jun 2022 – Apr 2023

- Created a local design system for web, iOS and android, resulting in increased design consistency across platforms and sub-teams.
- Re-designed cross-platform design pattern and proposed tap stories for New York Times homepage which receives nearly 5 million views per day.
- Created 30+ mobile and web interactive prototypes for the information modules on NYT articles that reinforce users' trust in the company by working alongside user research, brand design, and coordinated with engineers resulting in successful launch.

Salesforce

Product Designer

Aug 2022 – Dec 2022

- Increased click-through rate for Trailhead.com, Salesforce's LMS, from the main marketing site, resulting in 20% increase in lead generation.
- Led a team of 3 Product Designers to map business drivers, form design hypotheses, create prototypes, and conduct usability testing for the web interface.

IIDC, Indiana University

Product Designer

Nov 2021 – May 2022

- Pioneered the design and content for e-courses with 500 enrollments per year, resulting in 30% increase in course completion rates.
- Synthesized 14 years of quantitative research on course enrollments to establish the institute's educational impact.

Best Buy

Product Designer

Aug 2021 – Dec 2021

- Proposed a payment model re-design that would save nearly 20 minutes of a shopper's in-store time by collaborating with Best Buy UX researchers.
- Led a team of 5 product designers to conduct research, generate ideas, create customer journey maps, storyboards, and conduct user testing.

Ultraconfidentiel Design

Architect

Aug 2018 – Aug 2020

- Led a team of 3 designers to develop the design from concept to execution by coordinating with cross-functional stakeholders for multiple projects.
- Led the market research to ensure product quality and budget optimization, resulting in a 15% reduction in material costs.

PROJECTS

Phishing Simulation Tool

Enterprise Solution

Jan 2023 – Apr 2023

- Designed a Phishing Simulation Software with two unique features by collaborating with a Product Designer from Proof Point, a security company.
- Conducted user research, distilled insights, analyzed competitors, created wireframes, and high-fidelity prototype of the dashboard and the user flow.

News Literacy Toolkit

Apple News

Dec 2022 – Jan 2023

- Designed an educational solution to reduce the spread of misinformation, a social problem, by collaborating with experts in news literacy.
- Explored design patterns used in educational apps and iteratively created intuitive and elegant mobile interfaces with Apple's design system.

EDUCATION

Indiana University Bloomington

Masters in Human-Computer Interaction

Aug 2021 – May 2023

Indraprastha University

Bachelors in Architecture

Aug 2013 – May 2018

SKILLS

Design: Interaction Design, Visual Design, Product Thinking, Journey Maps, High fidelity Mockups, Design Systems, Prototyping, UX Writing, Design Strategy, Heuristic Evaluation, A/B Testing, Usability Testing

Tools: Figma, Miro, Framer, Principle, Sketch, Adobe XD, HTML, CSS, C/C++, Rhino, Autocad, Revit