



FREELANCE PRODUCT DESIGN EXPERIENCE

Designlab UX Academy American Express

Oct. – Nov. 2021

- Conducted user research, wireframed, prototyped, and redesigned the user flow of the credit card app search feature to deliver more financial empowerment and transparency for users.
- Analyzed project requirements, identified different use cases, and tested usability with 10+ people to align business and user goals, gaining 100% task completion rate and positive feature feedback.
- Established an ideation and brainstorm workshop to draw insights from 10 users, kickstarting development of a “track spending” feature for American Express mobile app.
- Translated user requirement into hi-fidelity wireframes and working prototypes to design a new “recurring charge” feature for the credit card mobile app, allowing users to identify important information easily.
- Achieved longer app interaction times and better financial empowerment for users while using the existing design system and UX assets to integrate new features.

Two Crepes

Aug. – Sep. 2021

- Deployed user-centered research to determine causes of poor customer retention and repeat business and performed usability testing with 7 participants to understand the food ordering process through the website.
- Redesigned the user flows, personas, and information architecture of the website to make the ordering experience easier, accessible, and personalized for users. Developed full UI design system to allow scalability & improve customer retention.

Flashback

Jul. – Aug. 2021

- Conceptualized user flow, UI, personas, and UX assets to create responsive website for Flashback travel website from existing Adobe design, accomplishing an accessible interface, simplified booking process, and higher booking volume.

Savannah College of Art and Design (SCAD)

Savannah, GA

Toast

Jan. – Mar. 2020

- Designed an end-to-end application by crafting detailed wireframes, information architecture diagrams, personas, usability testing, site maps, storyboards, user flows and low/high-fidelity prototypes with a wide range of UX assets
- Formulated prototypes for 3 usability tasks with 2 UI designs for 3 personas, creating a meal-share experience app

PROFESSIONAL EXPERIENCE

Solidarity of Unbridled Labour Designer

Burlington, VT

June 2020 – Present

- **Dedalus:** Collaborated with the strategy team for research, co-creation, and brand workshop sessions, helping drive the opening of multiple locations and a vinyl bar by optimizing story brand experience and visual assets.
- **Vermont Wood Studios:** Boosted sales by \$5M+ during one pandemic year by partnering with a team of designers, leaders, managers, strategists, and writers to develop brand narrative, identity, user stories, wireframes, and UI.
- **ArtsRiot:** Identified customer pain points to revamp the customer experience by opening up a gallery space and distillery & launch a personal line of canned cocktails with the existing food space, boosting revenue by 300% within a few months.
- **Big Heavy World:** Executed unique design vision and system with project teams and designers across digital and physical artefacts, including the design of a mural that helped secure a grant of \$30K.
- **Vermont Tourism & Higher Ground:** Created a brand experience for a virtual music concert, attaining 50K YouTube views.
- **Agoro Carbon Alliance:** Connected stakeholders (farmers, businesses, agronomists) to new concepts such as carbon financing, reaching 1,400 attendees from 77 countries for the program’s launch.
- **Dynapower:** Defined project storytelling opportunities for Dynapower & direct designers, videographers, photographers, and illustrators to deliver unique project narratives, storyboards and a brand video to match the design vision.

Design Intern

Jun. – Aug. 2019

- Conveyed conceptual ideas and design rationale through visuals and graphics to create visual systems across various touchpoints of a user journey, including digital and print platforms.

- Leveraged multiple mediums (physical, digital, illustrations, graphic design, branding, packaging, experimental typographic artwork) to bring the customer and user journey to life.
- Designed final artworks sent to China for final printing for a hockey equipment retail giant (CCM).

Tecton **Atlanta, GA**
Experience Designer (Freelance) **Sep. 2020 – Present**

- Engage with strategy and management teams to conduct user research to develop personas, archetypes, strategy, service blueprints, and concepts, helping identify target audience with customer acquisition graphs.
- Articulate design problems and translate customer insights into design solutions, user scenarios and design principles.
- Mentor junior designers to devise problem-solving solutions by developing visual identity system and branding guidelines.

Healthy Savannah & REACH **Savannah, GA**
User Experience Designer | Design Researcher | Strategist **Jan. 2019 – May 2020**

- Partnered with policy designer and PM to conduct immersive user-centered research with food pantries & their clients to understand needs and communicate this complex data visually to the organization.
- Translated user journeys and research into low/high-fidelity wireframes to build a co-creation digital platform and orchestrated 3 workshop sessions to inspire 50+ volunteers to develop innovative organizational strategies.
- Created experiences to effectively communicate nutrition standards to the low-income population.

Harambee House | SCAD Sustainable Practices Lab **Savannah, GA**
Design Researcher & Strategist | Sappi Grant Finalist **Mar. – May 2019**

- Mapped systems & completed 2 research workshops to design a multi-stakeholder alignment toolkit promoting equitable development for near-port communities in collaboration with environmental justice organization, Harambee House.

SCAD Glyph Club **Savannah, GA**
President **Jun 2019 – Mar. 2020**

- Strengthened the graduate community of the GDVX dept. by organizing educational events including speakers such as Henry Kim (Senior Director, Coca Cola) Ramona Todoca (Senior Director, Droga5) & Thomas Phinney (CEO Font Lab).
- Inspired other students by planning initiatives and cultivating a collaborative environment to promote teamwork and growth, impacting 200+ students through rigorous events and social activities.

AWARDS & EXHIBITS

- Type Directors Club | Certificate of Excellence** **2019**
Gutstein Gallery | Small Works Exhibit **2019**
World of Packaging | Final undergraduate thesis project, All India Raso, featured at World of Packaging **2017**

EDUCATION

Designlab UX Academy | New York, NY **Dec. 2021**

A rigorous, immersive UX program comprised of 480+ hours of study and 4 capstone projects, working 1-on-1 with a mentor and participating in weekly group critiques. Graduates have been hired by companies such as Microsoft, IBM, and Facebook.

MFA in Graphic Design and Visual Experience | Savannah College of Art and Design (SCAD), GPA 3.75 | Savannah, GA **Mar. 2020**

Honors: Academic Honors Scholarship (2017-2020), Achievement Graduate Scholarship (2017-2020)

BA in Communication Design | Pearl Academy | New Delhi, India **May 2017**

Honors: 100% Academic Scholarship (2013-2014), Certificate of Excellence (2016)

SKILLS

Product Design: User Experience, UX Strategy, Data Informed Design, User Interface Design, Storyboarding, Persona Development, Task Analysis, Information Architecture, Wireframing, Rapid Prototyping, Usability Testing, A/B testing, Card Sorting, Heuristic Evaluation

Research & Strategy: Generative Research, Design Sprints, Workshop Facilitation, Interviews, Field Research, Journey Maps, Value Co-Creation Maps, Stakeholder Mapping, Participatory Design Research, Experience Mapping, Data Visualization

Tools: Figma, Sketch, Adobe XD, InVision, Adobe suite, Zeplin, Axure, Principal, HTML, CSS, JavaScript (Beginner)