

## SUMMARY

A problem solver, armed with a background in user experience, interaction design, architecture and graphic design, capable of creating intuitive and meaningful experiences. Proficient in identifying complex concepts and providing effective user-centric solutions. Motivated to collaborate on interdisciplinary work within an innovation-driven space, rooted in design thinking ideologies.

## EDUCATION

### Jefferson University, Philadelphia

August 2016- May 2018

### Master of Science in User Experience & Interaction Design | 3.8 GPA

Practiced critical thinking skills and problem-solving for complex user experience and interactive design projects. Gained a competence in digital technologies, analytics, information design, business strategy and methods of usability.

### Frameboxx Kothrud, Pune

Mar 2013- Dec 2014

### Graphic Design course & Archiboxx & Impress Pastel IP

### Bhanuben Nanavati College of Architecture, Pune

June 2007- July 2012

### Bachelor of Architecture | 3.6 GPA

## WORK EXPERIENCE

### Teaching Assistant

Jefferson University  
2018 Jan – Present

- Currently designing new features and iterating on IDEASTUDIO (Interdisciplinary design and experimental architecture studio) Wordpress website.
- Created user journeys, navigation, information architecture, wireframes, visual the style guide, for the website.
- Updated the project work and proofread, curated and edited blog content.

### Junior Graphic Designer

Digiwale, Pune

2015 Jan – 2016 Jan

*Digiwale is a digital marketing agency specializing in online marketing, social media, brand consulting, and design services.*

- Successfully cultivated social media marketing content for multiple brands ranging from health, education, telecommunication, etc.
- Launched social media campaigns by designing emailers, newsletters, logo design, Facebook posts, flyers, posters to promote and significantly improve online brand presence.
- Assisted lead designer in ideation and brainstorming sessions with product owners to establish innovative branding, advertising and social media strategies.

### Junior Graphic Designer

NeoTech ID (Irys Pte. Ltd.), Pune

2014 Jan – 2014 Nov

*Gems & Jewellery centric RFID Specialist focused on conceptualizing and developing smarter jewellery management solutions based on track and trace IoT technologies*

- Improved sales by implementing innovative and efficient digital marketing methods and marketing strategy.
- Designed and conceived company brochure and created various other marketing collaterals.

## Associate Architect

Aqua Infra Strategies, Science and  
technology park, Pune University  
2012 Sep – 2013 Mar

- Worked on the feasibility study for the state government approved project to build India's first oceanarium/Sea World.
- Assisted in creation of presentations and project planning, field visits and data collection.
- Scheduled, organized and managed client meetings and actively participated in interactions with the architectural team.

## TECHNICAL SKILLS

### Softwares

Adobe Photoshop, Adobe Illustrator, Adobe Indesign, Adobe XD, Adobe Aftereffects, Axure, Invision, Marvel

### Front-end Coding

HTML & CSS, Javascript, Bootstrap, Foundation

### UX Skills

Contextual inquiry, User research, Interface design, Journey mapping, Interviewing, Personas, Heuristic evaluation, High fidelity prototyping, Sitemaps, Sketching, Specifications, Strategy Development, Storytelling, Affinity Diagramming, Task flows, Usability testing, Visual design, Wireframes, Card sorting, Information Architecture, Content Strategy

### Graphic Design

Branding and Identity, Brand Development, Logo Design, Brochure Design, Iconography, Social media advertising, Web Design.

## ONGOING PROJECTS

### IdeaStudio : Website Design

Teaching Assistantship

- Designed the website by considering client requirements, user needs, competitive analysis, information architecture.

### W3C Specifications Project

(On-going collaboration)  
<https://www.w3.org/TR/>  
Live Project

- Collaborated with team to design a recommendation for W3C based on analysis and evaluation of existing navigation system, usability, and visual design.
- Managed and conducted user research, interviews and surveys and translated them into user flows, user journey. Currently in the process of generating first phase of wireframes and mockups.

### Thesis Project : (On-going)

Master's Thesis Project

- Social innovation Project inquiring existing donation systems and communication patterns between the stakeholders and to solve the problem using technology by establishing a proper feedback loop in communication and building trust in sponsors as also motivating more people to donate.
- Developing and deploying effective human-centered and innovative solutions for solving identified problems.