

Work Experience

Thomas Jefferson University, Philadelphia — Senior Design Researcher 2018 July - Present

Digital innovation team working on value-driven and consumer-focused solutions that transform healthcare and education.

- Delivered design research for health and innovation projects to improve healthcare experiences for patients and the enterprise.
- Successfully developed well-crafted research plans with clear research objectives for managing entire projects from research to design implementation by utilizing UX best practices.
- Drove user-centered research within the agile workflow and led user/stakeholder interviews, analysis, idea generation, and insight development by collaborating closely with developers, stakeholders, and project managers within weekly sprint cycles.

Projects

**Current projects available on request*

- ***Intranet:** Developing a unified digital workplace experience for all Jefferson employees by analyzing and synthesizing existing content.
- ***Patient Whiteboards:** Leading research and design for the exam-room waiting experience in the new Speciality Care Building, with the help of patient journey and experience mapping.
- **OnPoint:** Spearheaded the research and usability analysis for the hospital-wide implementation of a new event reporting system.
- **EquipMe:** Implemented a lab equipment reservation tool to increase revenue for Jefferson-funded research facilities.

Digiwale, Pune — Graphic Designer | 2015 Jan - 2016 Jan

- Expanded brand presence for companies by designing and implementing social media marketing strategies and content.

Neotech ID (IRYS Pte Ltd.), Pune — Junior Graphic Designer 2014 Jan - 2014 Nov

- Improved brand awareness by designing promotional campaign content for emails, social media posts, and banner ads.

Education

MS in User Experience and Interaction Design — 3.8 GPA Thomas Jefferson University, Philadelphia, USA

Bachelor of Architecture — 3.5 GPA Dr. Bhanuben Nanavati College of Architecture, Pune, India

Achievements and volunteering

Tech to Help at University of Coimbra, Portugal 2021
Invited as a speaker: Social networks for activism and positively impact society

TEDx JeffersonU 2019
TedX Speaker 2019
[Utilizing social media for social good](#)

Research rewind | Philadelphia 2019
Co-speaker : UX Survival Guide for Introverted Designers

Pennovation 2019
Co-Speaker : Design for Devs

MS. UX & ID Design Jury 2019
Jury member at Thomas Jefferson University

Coded by kids 2018
Volunteered to mentor students for a city-wide coding competition called Ctrl+Shift

Skills and Tools

Software

Photoshop, Illustrator, XD, Axure, Invision, Sketch, InDesign, Figma

UX Skills

Design research, Design strategy, User Interviews, Contextual inquiry, Affinity diagramming, Journey mapping, User flows, Persona development, Qualitative and Quantitative research, Wireframes, Prototyping, Task analysis, Usability testing, Card sorting, Information architecture, Project management, Visual design