

Experience

Senior UX Designer IBM iX

August 2021- Present

Collaboration with multiple stakeholders and diverse product teams for successful delivery of web and mobile application features, interfaces, and experiences

Heineken - Designed & delivered financial reporting ecosystem.

Shell - Service blueprint for analysis of existing workflows, design audit of existing applications, revamp of legacy systems.

Walmart - Customer Journey mapping, competitor benchmarking, feature enhancements etc for a B2B2C South African retail platform.

Barclays - Design and delivery of Risk assessment portal, Rules library module and RDE assessments

User Research | User Experience | Service Design | User Interaction | Design System | Design Mentor | ERP

UX Designer Cactus Global

June 2020 - Jan 2021

Research on identifying the product market fit and delivering User experience design solutions for AI powered product suite for researchers.

User Research | Customer Journey mapping | User experience

Design Researcher Ahmedabad Traffic Police Department

March- April 2019

Behavioural design interventions to increase traffic compliance among the citizens, making the city roads safer while, reducing police deployment. Implementation of solutions from the insights generated through the research.

User Research | Customer Journey mapping | User experience

Senior Designer Jivaana.com

Jan 2017- May 2018

Ideation, planning, creation and delivery of both online and offline communication materials. Product styling, product photography and image editing for creation of image repository for the brand. Store layout and props conceptualisation, coordination with 3D team for visualisation of the same, print and digital content for marketing and instore team, uniform design for the staff.

Branding | Online & Offline marketing creatives | Vendor Coordination | Print ads | Social Media creatives | Emailers | Product styling | Product Photography | Store layout & Planning

Communication Designer

Mahindra Retail
Feb - Dec 2016

Ideation and creation of ad campaign creatives, adaptation of the same for both online, offline and instore formats. Marketing materials for inhouse brands and instore promotions- online, offline, ATL and BTL formats. Communication materials required for Visual merchandising team. Product styling and coordination with photography and modelling agencies for photoshoots.

Branding | Print ads | Marketing collaterals | Instore Creatives | Window Display Graphics | Emailers | Social Media Creatives | Social Media Calendar | Fashion Shoots | Product Styling.

Communication Designer Decathlon Sports India

Dec 2013- Jan 2016

Part of the brand guidelines set up team for Decathlon Sports India. Worked on online and offline communication materials, in store communication materials etc and coordination with vendors for execution of the same. Ideation and execution of marketing campaigns by gathering demands from different departments, coordinating photoshoots for the same, creation and adaptation of artworks to different formats.

Branding | Print ads | Marketing collaterals | Instore Creatives | Emailers | Social Media Creatives | Campaign Photoshoots

Education

Master of Design

Strategic Design Management. NID Gandhinagar
2018- 2021

Bachelor of Design

Fashion Communication. NIFT Bangalore
2009- 2013

Toolkit

Figma

Adobe Illustrator

Adobe Premiere Pro

Adobe Indesign

Adobe XD

Adobe Photoshop

Adobe Lightroom