

WORK EXPERIENCE

Lead Designer/Senior Associate, Kaiser Permanente (via Cognizant), Vancouver, BC Jul '23 - present

- o Lead designer for 2 customer facing endpoints for helping members find their healthcare coverage details and help.
- o Collaborating with research, accessibility, content and design system teams to create responsive WCAG AA compliant webpages used by 300,000+ members every month.

Senior UX Designer/ Associate, Cognizant, Vancouver, BC Jan '23 - Jun '23

- o Led the design for over 15 client proposals across 5 domains with 100+ stakeholders
- o Managed overall strategy, resource allocation, and project planning for proposals, and worked on proof of concepts, prototypes and high level information architecture
- o Evangelized value and need for UX and worked on thought leadership pieces on the future of automotive buying.

Senior UX Designer/Associate, J.B. Hunt (via Cognizant), Lowell, AR Dec '19 - Dec '22

- o Led a team of 2 designers and 1 researcher for 3 enterprise products.
- o Designed new features including dashboards, instant messaging, driver/truck management, and map views; improving usability by +65% for data-dense products used by 15,000+ users
- o Facilitated 5 design sprints and workshops with 50+ stakeholders for a product managing 100,000+ containers.
- o Collaborated with 9 development pods across 4 product teams on 40+ features.
- o Regularly presented design concepts to 50+ key stakeholders and senior leadership at VP level.
- o Created 4 modular design patterns for the design system to introduce and streamline functionality.
- o Received the "Operations and Transportation Success" award twice for outstanding UX impact.

Product Designer, ReWise Me, New Delhi, IN May '18 - Nov '19

ReWise me is an EdTech startup that gamifies learning to help students prepare for standardized tests

- o Led 2 designers to create and launch v1.0 of the app including UX, UI, visual design, and handoff.
- o Created a V1 design system for the application including brand guidelines, buttons, and cards.
- o Developed icon-set of 100 icons and created asset guidelines for hand-off to developers
- o Designed the branding and created social media guidelines for the communication team
- o Google Play Store Rating: 4.0/5.0 stars, 50,000+ downloads

Jr. Design Researcher, Centre For Knowledge Societies, New Delhi, IN Jan '15 - Nov '15

- o Developed a workstation for healthcare workers in rural India; project funded by Bill and Melinda Gates Foundation
- o Created a field research plan and interviewed 60+ stakeholders including doctors, and nurses
- o Planned and executed fly on the wall studies and field testing across 5 different sites
- o Facilitated 15+ workshops with stakeholders including doctors, government employees, and nurses
- o Developed over 50 mockups and 6 final prototypes that were used for user testing across 5 sites

EDUCATION

M.S. in Human Centered Interaction Design - Harrisburg University of Science and Technology,
Harrisburg, PA

M.F.A. Industrial Design - University of Illinois at Urbana Champaign, Champaign, IL

- o Full scholarship (Art + Design Avery Fellowship) + Graduate Teaching Assistant for 6 courses with 120 students
- o Awarded "Teaching Excellence by Graduate Student" (2019) + ranked 'teachers listed as excellent' every semester

Undergraduate Diploma: Industrial Design - DJ Academy of Design, Coimbatore, India

SKILLS

Design Skills: Design Skills: Human centered design, user flows, task flow, site maps, information architecture, rapid prototyping, wireframes, lo-fi iterations, hi-fi mockups, microinteractions, responsive design, prototyping, accessibility, storyboarding

Research Skills: Ethnography, contextual enquiry, benchmarking, surveys, affinity mapping, usability testing, A/B tests, click tests, tree tests, persona creation, journey maps, systems thinking

Tools: Figma, Sketch, InVision, Adobe Suite, Principle, Abstract, Miro, Mural, UserTesting, Midjourney, DALL-E, Chat GPT