

User Experience Designer and Researcher with experience working on SaaS enterprise software and designing cross platform experiences in Lean and Agile environments.

## Work Experience

### UX Designer at IDC Technologies, Costa Mesa, CA (Jul 2016 - Oct 2016)

- UX Lead for new Global API documentation website for **Experian PLC**
- Implemented and managed the agile workflow in the team, ensuring that User Experience is involved in the project at all steps
- Gathered requirements, developed Information Architecture, designed wireframes, validated designs with users and documented designs for development
- Developed Information and categorization for 300+ APIs from six international business units representing all of Experian's service offerings.

### User Experience Designer at RightScale Santa Barbara (Feb 2015 - May 2016)

- UX Lead for Self-Service - SaaS products to orchestrate, automate, and govern and optimize costs for applications in the Cloud.
- Designed over 30 features in an agile iterative design workflow.
- Mapped Information flow and user flows in Self-Service and identified 4 major and over 20 secondary areas for improvement.
- Implemented a comprehensive, scalable documentation style to support the UX, product management, engineering and QA teams.
- Conducted regular usability tests using Axure and Invision Prototypes with customers to validate designs.
- Developed user personas based on interviews with internal stakeholders and existing customers to aid in design and development.
- Leveraged Google Analytics to inform the design and product roadmap.

### User Experience Designer at Semblance AR, NY (Nov 2014 - Feb 2015)

- UX driven design for iOS and Android apps of PlayAR - an augmented reality game.
- Designed for the wearables experiences (Google Glasses, Epson Smartglasses).

### User Experience Designer at Vernalis, NY (Jun 2015 - Oct 2015)

- Designed product experience, and oversaw development of software for Major League Baseball, Ernst & Young, and Australian Football League.
- Designed user experience for web based and cross platform experiences for SaaS products.
- Interfaced with offshore developers to oversee proper implementation of the designs.

### UX Designer/ Web Developer at CaseRails, NY (Jun 2013 - Jan 2014)

- Translated business requirements and engineering specs into wireframes, information architecture, user flows and final UI.
- Designed and built company website in wordpress with a custom theme.
- Defined and set the design standards for navigation and UI elements in the product.

## Community & Volunteer

- Community moderator for a fantastic slack community of 8000+ UX designers and researchers from all over the world. <http://designerhangout.co>
- Design for mobile App for data collection for the Citygram research project NYU Center for Urban Science and Progress
- Co-Organizer of the Santa Barbara UX Meetup, a professional growth and networking meetup for UX practitioners and enthusiasts in the Santa Barbara area. ( <http://www.meetup.com/SB-UX-Meetup> )
- Co-Founder of UXNYU a student club aimed at promoting and making UX learning more accessible to NYU students ( [www.fb.com/uxnyu](http://www.fb.com/uxnyu) )

## Education

- NYU Polytechnic School of Engineering New York (Sept 2012 – Aug 2014) MS, Digital Media - GPA : 3.94
- Thakur College of Engineering & Technology Mumbai (July 2005 – May 2010) B.E. Information Technology

## Tools I Use

Include:  
Sketch  
Experience Design  
InVisionapp  
Illustrator  
Axure  
Omingraffle  
Balsamiq  
Photoshop  
InDesign  
AngularJS

## UX Skills

Usability Testing  
Persona Development  
User Flows  
Information Architecture  
Wireframes  
Mock-ups  
Documentation  
Interaction Design  
Prototyping  
Requirement Gathering  
Analytics