

Work Experience

Ancile Inc

User Experience Lead | Jan 2024 – Current

- Led the redesign of key product features for Productive, a subscription-based SaaS platform, resulting in a 27% increase in user retention and a 13% decrease in bounce rates within the first 3 months of implementation
- Advocated for a user-centered design approach, fostering a culture of empathy and continuous improvement within the organization, leading to a 23% reduction in design rework and iteration cycles
- Developed and maintained UX/UI design documentation and style guides, ensuring consistency and alignment with brand guidelines across all product interfaces

Alaska Airlines (Photon Infotech)

Senior Product Designer | Oct 2022 – Nov 2023

- Transformed Alaska and Horizon Air's legacy VisOps system, boosting user satisfaction by 17% through enhanced flight scheduling operations efficiency
- Led the user-centered research and design of Alaska's AirtrAK app, catalyzing a shift for 4+ user groups towards proactive insights and expediting business results
- Collaborated with stakeholders, product managers and developers to ship user-centric, pixel perfect, and accessible user experiences

Design Everest

UI / UX Designer | Aug 2018 – Sept 2022

- Drove a 33% increase in Design Hub adoption by spearheading the UX design of a robust project management platform that simplified KPI tracking and metric analysis for project teams
- Prioritized feature development and drafted product requirements for cross-functional teams to effectively communicate for product roadmap, status and vision to all stakeholders
- Worked closely with stakeholders, developers and CTO to enhance product features and meet business goals

Infini Systems Pvt Ltd (acquired by Veefin Solutions)

UX Designer | Dec 2015 – June 2016

- Led designs for leading healthcare and supply chain logistics mobile applications from concept to market with high-fidelity MVPs crafted for rigorous usability testing
- Conducted extensive user research, UX flows, wireframes and interactive prototypes using a mobile-first approach

iThink Infotech Pvt Ltd

Web UI Designer | Sept 2014 – Nov 2014

- Reviewed client's design, wireframed, designed scalable web pages to gather information quickly and effectively across multiple projects
- Managed cross-media projects involving branding assets, illustrations and UI designs using colour theory, iconography and user guidance

Citadel Architectural Solutions Pvt Ltd

Visual Designer | June 2013 – Sept 2014

- Redesigned their website to deliver user-friendly and delightful experience by sketching concepts, wireframing and visual screens

Education

Masters in Human Computer Interaction

2016 – 2018 | DePaul University

Bachelors in Computer Engineering

2008 - 2014 | University of Pune

Skills

Design

User Research, Wireframing, Interaction Design, Information architecture, User Interface Design, Usability Testing, Design Systems, Competitive Analysis, A/B Testing, Task flows, SUS Surveys, Contextual Inquiry, Heuristic Evaluation, Visual Design, Rapid Prototyping

Tools & Expertise

Figma, Sketch, Axure, Omnigraffle, Balsamiq, Adobe Photoshop & Illustrator, Miro, AI tools, Uizard, Attention Insight, Khroma, Design AI, Marvel, Maze, Midjourney, Jira, Optimal Workshop, Qualtrics, Data Visualization, self-starter, communicative, detail oriented, team player

Certifications

Enterprise Design Thinking- Team Essentials for AI and Practitioners

May 2024

IBM

UX Design for Augmented Reality and Virtual Reality

April 2024

Interaction Design Foundation (IXDF)

CITI Program

Apr 2017

Certified in Human Subjects Research

Adobe Certified Associate

Feb 2015

Visual Communication using Photoshop