

ABOUT ME

For over 6 years, I've been obsessed with the 'why' behind the click. As a Senior UI/UX Designer, I don't just build interfaces; I design digital conversations. By blending behavioral psychology with clean aesthetics, I transform complex problems into seamless journeys that feel like second nature to the user. I also have basic knowledge in HTML/CSS.

My mission is simple: to create products so intuitive they feel invisible, and so beautiful they're impossible to ignore."

EXPERIENCE

2022 - Present

Sr. User Experience Designer

MAQ Software (Redmond, US)

- Led the UX strategy and execution for B2B and B2C products with a combined user base of over 2M+, increasing customer satisfaction scores by 30% over two years.
- Collaborated closely with product managers, engineers, and data analysts to define user journeys, design requirements, and success metrics.
- Championed a design system that reduced design debt and improved development handoff efficiency by 40%.
- Mentored junior designers and facilitated UX workshops across teams to foster a design-thinking culture.
- I have spearheaded projects for prominent clients such as PepsiCo, Staples, Microsoft, and many more delivering influential software solutions and Power BI reports.

2021 - 2022

User Experience Designer

Utilize Core (New York, US)

- Spearheaded the development of new platform workflows, crafting wireframes and user paths for upcoming features.
- Utilizing design systems, I've translated concepts into high-fidelity designs and provided thorough documentation for seamless implementation by engineers.
- I've also adeptly validated new ideas through rapid prototyping and A/B testing.

2020 - 2021

Product Designer

Internshala (Gurugram, India)

- Contributed in creating features and screens in mobile app and desktop app for Internshala after doing market research and analysis.
- Learned how to work pixel perfect designs and implement in app that's been used by end users.
- Worked closely with business team to get requirements and create interfaces out of it. also worked as visual designers to create campaign structures and assets for the same.

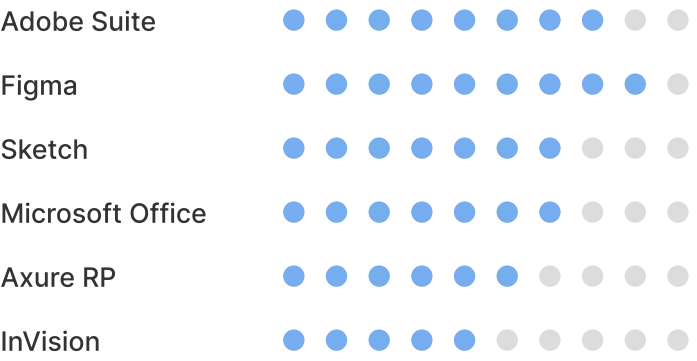
2019 - 2020

Visual Designer

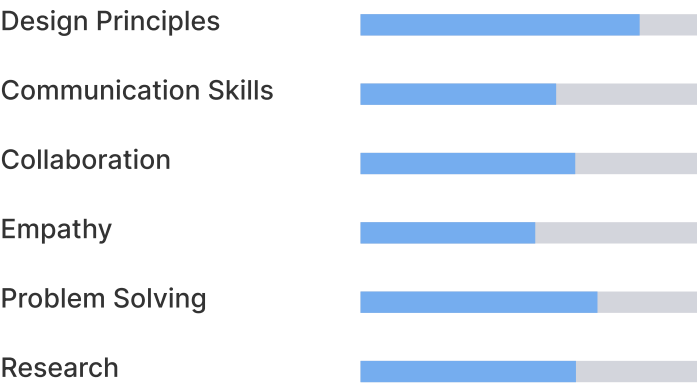
EazyApp (Delhi, India)

- Began my Android app development journey by creating an internal team app.
- Additionally, supported marketing efforts through collateral design.
- Moreover, improved an existing app's user experience by conducting thorough user research, interviews, and surveys, gathering valuable insights.

EXPERTISE



SKILLS



EDUCATION

2020 - 2021	<div>UI/UX Course</div> <div>Interaction Design Foundation</div> <div>Learned the entire spectrum of UX design.</div>
2016 - 2020	<div>Bachelors in Designing (Fashion Communication)</div> <div>National Institute of Fashion Technology</div> <div>Program primarily focuses on four major domains i.e., Visual, Design, Research & Development, Fashion Media and Fashion Thinking, and the related genres of these major areas, using hand and digital skills through knowledge, application and practice based approach.</div>