

## Experience

### Product Designer MathWorks

Boston, MA  
Jun 2020 - Current

Lead the design from conception to the final launch of features and full apps for software and web products in the Hardware, IoT, and Online spaces, creating an advantage over competitor products.

Delivered high-quality, accessible visual and interaction designs, adapted to and created design system components that improved complex workflows for engineers and scientist users.

Facilitated multiple design workshops with cross-functional teams, pitched concepts and design direction to stakeholders, and contributed to the product strategy and vision.

Collaborated closely with the UX Researcher to deeply understand user roles and goals, validate design solutions, conduct usability testing, affinitize and synthesize data.

Partnered with research, engineering, product management, and documentation teams to identify problems, re-frame into opportunities, and co-create requirements and design plans.

### Product Designer Salesforce x Indiana University

Bloomington, IN  
Sept - Dec 2019

Designed a new feature to increase the confidence rate of marketers using Journey Builder Tool by collaborating with the Salesforce Marketing Cloud UX team.

Conducted co-design session with marketers, crafted user journey map, experience map, early sketches, interactive prototypes, and other visual artifacts to brainstorm, communicate and present designs.

### UX Design Intern Zoro.com

Chicago, IL  
Jun - Aug 2019

Reduced 55% Checkout abandonment rate and increased conversions by redesigning the experience of Sign-in & Check-out workflows for Zoro e-commerce.

Developed early concepts, user flows, sketches, low-fi wireframes, and hi-fi prototypes and responsive designs for mobile and web platforms.

Lead the usability study for the integration of Alexa voice interface for shopping at Zoro.com.

Collaborated closely with the product, engineering, content, and merchandising teams to identify and prioritize short and long-term design strategies.

### Software Developer SAP Labs

Bangalore, India  
Jun 2014 - 2018

Developed software applications within the Analytics Cloud and BI product space collaborating with the UX team. Created functional prototypes and interactive features using HTML, CSS, and JavaScript.

Selected as one of the core engineers to collaborate at SAP SE, Germany, in an agile and entrepreneurial startup environment to design and develop the product SAP Care to digitize kindergarten experiences.

## Education

### Masters

Bloomington, IN  
2018-2020 - 2 yrs

### Human Computer Interaction Design

Indiana University, Bloomington

### Bachelors

Kerala, India  
2010 - 2014 - 4 yrs

### Computer Science and Engineering

Amrita Vishwa Vidyapeetham

## Skills

### Design

Brainstorming  
Story-boarding  
Wireframing  
Visual Design  
Interaction Design  
Motion Design  
Icon Designing

### Tools

Figma  
Mural  
Adobe XD  
Adobe Illustrator  
Adobe After Effects  
Adobe Photoshop

### User Research

Contextual Inquiry  
Survey  
AB Testing  
Card Sorting & Tree Testing  
Heuristic evaluation  
Data Driven UX  
Affinity Mapping

### Development

C#  
Python  
Java  
C++  
JavaScript  
HTML  
CSS