

## **Experience**

### **UX/UI Designer (Grappus)**

Jan 2021 – present

- Revamped Kotak Securities online Demat account opening journey, help center and main website. The project involved Branding, UX UI, Prototyping and conducting User testing sessions.
- Provided end to end design solutions for 'Welmo', app by India's top nutritionist Dr. Ishi Khosla. The app suggests meals to the user based on food groups and rewards them to stay compliant.
- Led a team of 4 designers for a London based dating app project 'Hunbun'.
- Revamped website for Appy High (India's top app publisher company). Created engaging visuals powered by animations and micro-interactions along with UX copy writing for the entire website.
- Well-versed with Human interface and Material design guidelines.
- Skills learnt: UX research, Competition analysis, User persona, User story mapping, Information architecture, Wireframing, Branding, UI Design, Prototyping, Motion design, User testing
- Proficient in tools : Figma, Sketch, Webflow, Principle, Invision, Adobe After effects

### **Independant UX Consultant and Web Developer**

Jan 2020 – present

- Ultrahuman: Implemented Visual designs to better user's experience on the platform and help them learn about metabolic health, CGM device and science behind Ultrahuman's digital offerings.
- Finaxar: Designed & built a modern, SEO friendly website for Singapore based Fintech company.
- Codvo.ai: Re-designed and Developed website for Engineering and design consulting firm.
- Avalon Meta: Worked with Avalon's design team in augmenting their social e-learning platform.
- Mfine: Created a game based web application for a marketing campaign on World heart day, generating 1000+ leads within 2 days.
- Panache World: Designed and Developed a multi-collection CMS website for luxury travel company. Highlights were clean & minimalistic design, animated pages, and powerful CMS development.
- Other prominent clients: Main Street, USA. Cryptic Intel, Bangalore, Custom Holidays, Mumbai.

### **Personal projects**

- Hubble Labs: Incorporated a remote design and development studio along with a friend to work on cool web projects.
- Cryptonoob.club: A curated content resource to help you learn about cryptocurrency and blockchain.

### **Strength and Conditioning Coach (Curefit)**

Jan 2019-Dec 2020

- Piloted the Project Cult.Live (Digital Fitness Offering). Among top 1% of 1000+ employees selected by the founding team to work on Cult.live project.
- Designed and shot daily workout episodes that gathered 5 Million + viewership across the globe.
- Led 1500+ energetic group fitness sessions across 50 centres and 500+ online classes. Obtained an average customer rating of 9.8 and was placed above 90th percentile of coaches across India.

### **Software Engineer (Accenture)**

Nov 2016- Dec 2018

- Worked as an Informatica administrator, handling Data warehouse for client- Ace Insurance. Developed ETL projects. Automated tasks through shell scripting for daily file loading process.
- Spearheaded team of three developers in a server migration project from Solaris to AIX worth \$20K.

## **Leadership and Activities**

- Mentoring the incoming batch of students at 10k Designers (Product design CBC).
- Participated in number of National level ranking tournaments by All India Tennis Association under age category 14,16,18 and Men's with the highest ranking of under 50.
- Captained a successful college tennis team in Inter-Zonal University tournament for two years.
- Research Intern at Indian Space Research Organisation. Developed an Arduino based Can-shaped mini satellite and published a research paper about the same on IJESC.
- Internship at IIT-M Incubated startup 'Clozerr' in Business Development role. Partnered with 50+ restaurants and designed channels to facilitate holistic growth of the company.

### **Education**

**DSCE,VTU (UG)**

BE, Telecommunication Engineering. 3.5

Bangalore, India.

### **Personal**

Enjoy reading and travelling. Enthusiastic about strength training, sports, Healthcare technology, Design thinking and startup businesses.