

Experience

Lead UX Designer

Siemens 2023 - Present

Nature Management

- Led & Strategised UX design for a complex nature management platform with animal tracking, AI use cases, geospatial & larger data sets.
- Collaborated closely with stakeholders to translate business requirements into intuitive and functional user interfaces.
- Facilitated **UX & strategy workshops** in collaboration with stakeholders to effectively bridge the gap between requirements, ideation and design realisation.
- Created user journeys, information architecture also designed wireframes and high-fidelity mockups for **dashboards, portfolio management tools, and reporting features, prioritising user-centric design principles.**
- Developed and maintained **design systems** that standardised UI components and interactions across the platform, promoting consistency and reducing development time.
- Conducted online moderated **usability testing, achieving a 79% task success rate.**

Smart Port

- Optimising user experience for port operators, logistics managers, and shipping managers.
- Creating designs that adapt to various screen sizes and user environments, improving overall usability
- Developed and integrated designs for various AI and predictive use cases, seamlessly incorporating them into the application to enhance user experience and functionality.

HMI

- Led design thinking sessions with stakeholders to gather insights and successfully execute the redesign of the factory HMI.
- Designed numerous wireframes and functional designs for a factory automation **dashboard, including features for reporting, OEE tracking, alerts, and notification management.** Additionally, developed an alternative **light weight design solution** that reduced loading time by 40%.

Senior UX Designer

IBM 2022 - 2023

Asset Management

- Strategised UX design for IoT and asset management application, ensuring seamless user interactions and workflows for all kind of user groups.
- Worked closely with stakeholder and translated requirements into functional design solutions.
- Understanding the product vision and created wireframes and high-fidelity prototypes to communicate concepts, functionalists to stakeholders and the product team.
- Created accessibility checklist and met the **success criteria for AA with 82%**

Fintech Application

- Collaborated as a UX Designer on a fintech product, supporting quantitative research and analysis to enhance user engagement and retention.
- Simplified numerous form fields, significantly reducing the **average task completion time from 6.2 minutes to 4.1 minutes.**

Lead Product Designer

Heptagon 2020 - 2022

I was leading a team of 12 UX and UI designers and also worked as a IC for multiple web and native iOS and Android applications.

Category Management

- Collaborated and managed multiple stakeholders and engineering team understand the business requirements and the state of the current application
- Orchestrated multiple online workshops, including requirements gathering and design thinking sessions with stakeholders, to collect key insights and data points for the project.

Skills

UX

Research & Strategy

UX Workshops

Stakeholder Interview

User Interview

User Research

Secondary Research

UI

Interface Design

Design System

Library Management

Iconography

Design Concepts

Rapid Prototyping

Specialised Topics

B2B Dashboards

Alert & Reports Management

AI Predictive Analysis

Conversation Design

Data Visualisation

HMI Applications

Concept 2 Design

Platform Application

Education & Certification

Diploma in Graphic Design (1 year)

Apollo Education

Emotional Design, Mobile UX & Design Thinking

Interaction Design Foundation

UX Strategy

NN Group

Experience

Category Management

- Developed multiple user journeys, IA, user flow and designed wireframes and high-fidelity prototypes.
- Design validated with multiple usability testing with the target users.

HR Workshop Tool

- Collaborated with HR stakeholders and product teams to gather requirements and translate them into user-friendly interfaces that streamline complex HR processes.
- Designed wireframes, interactive prototypes, and high-fidelity mockups for key features such as critical roles identification, top JTBD, profile value board dashboards, and user management tools.
- Iterated with multiple UI element to bring rich and more interactive application for the presenter and participants.

Senior UX Designer

Payoda 2016 – 2020

Worked as UX designer for top clients like Airtel, Dabur and redesigned B2B and B2C applications, Progressive web and desktop applications.

Networking Application

- Played a crucial part of an platform application for networking engineers with research, surveys, analysis, interviews and captured numerous insights.
- Re-designed and developed the application installation functionality from the scratch with the success result of 62% reduced time taken for the installation.
- Introduced sound tones for different alerts based on the severity which helped the end user to act on incidents immediately.
- Designed wireframes and prototype for the low-code module to create automated functions.

DMS

- Performed demographic study in 5 different Indian states to understand their culture, lifestyle and business requirements.
- Contextual Enquiry with 6 different users helped to identify and create a report with the current issues, feedbacks and improvements.
- Designed End to End functionally for both iOS and Android application and validated with offline and online user testing.

Senior UI/UX Designer

KMIT 2016 – 2016

Designed and iterated many product applications, POS systems from the scratch, Kiosk applications.

- Introduced and created Design System and component libraries for UI design and development.
- Conducted online survey with the 2 ticketing website and captured insights and proposed design improvements to the management team.

UI/UX Designer

RuFu Tech 2015 – 2016

Designed for desktop application for medical and transportation web and mobile applications.

- Iterated multiple UI with different ideas and feedbacks from the stakeholders and users.

Graphic Designer

Nishta Solutions 2012 – 2015

From branding to digital marketing collaterals designed all visual and graphic elements.

- Packaging design for multiple vendors like bakers, hotels, restaurants and super/hyper markets.
- Created brand and design for 100+ clients and partners.

Tools

Figma

XD

Illustrator

Sketch

Miro

Jira

After Effects

Photoshop

Spline

Power BI

Tableau

Achievements

Top Performer as an IC – 2021

Best Team of the Year – 2023