

EXPERIENCE HIGHLIGHTS

EDUCATION

- Public Company Accounting Oversight Board**
User Experience Designer (Sep 2019 - Present)
 - Monster Government Solutions**
Senior Interaction Designer (Nov 2016 - Aug 2019)
 - UST Global, India**
User Experience Designer (Oct 2014 - Jul 2016)
 - Good Methods Global, India**
Visualization Specialist (Apr 2011 - Sep 2014)
- Bachelor of Engineering in Computer Science**
AJCE, Kerala, India (2009 - 2010)
 - Designing & Building AI Products & Services**
Massachusetts Institute of Technology (2025)
 - UX Certification**
Nielsen Norman Group (2021)
 - Human Centered Design**
Plus Acumen - IDEO (2019)

ACHIEVEMENTS

- Led and contributed to 250+ projects, driving user-focused design solutions.
- Facilitated impactful workshops, driving innovative ideas and measurable improvements in product usability.
- Extensive experience in designing complex enterprise products.
- Mentored and managed a team of junior UX designers.
- Established a centralized research repository, including user insights, UX assets, and templates, driving team efficiency and informed design decisions.

SKILLS

- User Centered Design

User Research

Journey Mapping

Persona Creation

UX Roadmaps
- Service Blueprinting

Card Sorting

Information Architecture

Wireframing

Design System
- Hi Fidelity Prototyping


Interaction Design

Visual Design


User Testing


SharePoint Site Design



TOOLS


-  Figma


 Adobe Photoshop


 Adobe Illustrator


 Adobe XD

 Miro
-  Invision

 Axure RP

 Mural

 Justin Mind

 Optimal Workshop

MAJOR PROJECTS

Internal Ticketing System - Portal Redesign

- Led the design and user experience for revamping an internal ticketing system, increasing the user engagement by 30%.
- Executed design solutions by conducting user workshops and developing user personas, journey maps.
- Created low-fidelity wireframes, interactive prototypes, and high-fidelity designs using Azure RP.
- Collaborated closely with product managers, developers, and other stakeholders to implement design solutions that aligned with business goals.
- Improved usability for the ServiceNow ticketing system by refining the information architecture and streamlining user flows.
- Delivered and maintained a design system that increased consistency across product interfaces.

UX Research for JIRA Implementation

- Spearheaded UX research to support the implementation of JIRA software across the organization
- Conducted user interviews, surveys, and observational studies to understand current workflows, pain points, and needs
- Analyzed data to identify key user personas, journey maps and use cases
- Collaborated with stakeholders to align software features with business goals
- Delivered actionable insights and recommendations to inform software customization and training
- Developed and presented findings to leadership, driving successful software adoption and integration

MindPetal - Corporate Rebrand

- Led a full brand overhaul for an IT consulting company, creating a new logo, business cards, and templates to enhance the brand's visibility.
- Redesigned the company website, optimizing user experience and functionality for greater engagement.
- Reimagined the employee manual, converting it into a visually compelling, magazine-style document that enhanced readability and user interaction.
- Designed impactful, scalable media banners and marketing flyers to ensure consistent brand messaging across multiple channels.

State Bank of India - Mobile App

- Directed the redesign of SBI's mobile app, delivering a sleek, user-centric interface with new features to enhance engagement.
- Executed a high-pressure project, completing a fully interactive prototype in 20 days, including UI design and specifications.
- Led a team of 2 UI designers and 2 visual modelers, ensuring seamless integration of client requirements.
- Optimized the user experience to make the app intuitive, responsive, and visually appealing.
- Received recognition for exceptional UI design, which led to a follow-up project to merge two separate applications a year later.

Analytics Measures Registry

- Led the design for a centralized platform to track goals and performance metrics, ensuring alignment with user needs and business objectives.
- Facilitated stakeholder and user workshops to define requirements, gather insights, and inform design strategy.
- Developed detailed user personas to define diverse user roles, identify goals, pain points, and set clear expectations for the design process.
- Led mockup review sessions with the development team and coordinated user testing to validate design solutions before implementation.
- Collaborated with training and communication teams to create comprehensive training materials and a strategic communication plan, ensuring seamless adoption by end-users.