

EXPERIENCES

ISN

Senior Product Designer

Jan 2025 – Present

**Promoted in 16 months
as #1 'Exceptional'**

- Designed and shipped a 0 to 1 AI feature – Toolbox Talks, that won **5 Gold Stevie Awards** as the sole product designer, by closely collaborating with PMs, SMEs, developers and CTO. Created low-fidelity designs, conducted testing with 6 users, created hi-fidelity prototypes, figured API errors, metric points, haptics and animation, **resulting in 85% user adoption rate within first quarter.**
- Designed and launched Toolbox Talks v2 for Canadian market with localization features (location/language switching) and integrated audio player functionality, **increasing international user engagement by 40%.**
- Designed and launched Toolbox Talks v3 featuring Attendee List creation, resolving technical constraints in real-time as lead designer to expedite development **by 3 weeks and reducing post-launch bugs by 60%.**
- Designed and shipped 'Written Programs' feature with optimized task completion flow with a top menu for company/region selection and accordion pattern, **reducing average task completion time by 45%.**
- Designed intuitive geolocation permission flows that balanced legal compliance with user experience, resolving bottom sheet implementation challenges and **improving feature accessibility.**

New York Times

Product Designer

Jun 2022 – Apr 2023

- Re-designed cross-platform design pattern and proposed tap stories for New York Times homepage which receives nearly **5 million views** per day.
- Created a design system for web, iOS and android, resulting in increased design consistency across platforms and sub-teams. Collaborated with engineers to improve discoverability and accessibility on NYT video page.
- Designed from 0 to 1 information modules on NYT articles that reinforce users' trust in the company by working alongside user research, brand design, and coordinated with engineers resulting in successful launch.

Salesforce

Product Designer

Aug 2022 – Dec 2022

- Increased click-through rate for Trailhead.com, Salesforce's LMS, from the main marketing site, **resulting in 20% increase in lead generation.**
- Led a team of 3 Product Designers to map business drivers, form design hypotheses, create prototypes, and conduct usability testing for the web interface.

IIDC, Indiana University

Product Designer

Nov 2021 – May 2022

- Pioneered the design and content for e-courses with 500 enrollments per year, resulting in **30% increase in course completion rates.**
- Synthesized 14 years of quantitative research on course enrollments to establish the institute's educational impact.

Best Buy

Product Designer

Aug 2021 – Dec 2021

- Proposed a payment model re-design that would save nearly **20 minutes of a shopper's in-store time** by collaborating with Best Buy UX researchers.
- Led a team of 5 product designers to conduct research, generate ideas, create customer journey maps, storyboards, and conduct user testing.

Ultraconfidential Design

Architectural Designer

Aug 2018 – Aug 2020

- Led a team of 3 designers to develop the design from concept to execution by coordinating with cross-functional stakeholders for multiple projects.
- Led the market research to ensure product quality and budget optimization, resulting in a **15% reduction in material costs.**

PROJECTS

Phishing Simulation Tool

Enterprise Solution

Jan 2023 – Apr 2023

- Designed a Phishing Simulation Software with two unique features by collaborating with a Product Designer from Proof Point, a security company. Conducted user research, distilled insights, analyzed competitors, created wireframes, and high-fidelity prototype of the dashboard and the user flow.

News Literacy Toolkit

Apple News

Dec 2022 – Jan 2023

- Designed an educational solution to reduce the spread of misinformation, a social problem, by collaborating with experts in news literacy. Explored design patterns used in educational apps and iteratively created intuitive and elegant mobile interfaces with Apple's design system.

EDUCATION

Indiana University Bloomington

Masters in Human-Computer Interaction

Aug 2021 – May 2023

Indraprastha University

Bachelors in Architecture

Aug 2013 – May 2018

SKILLS

Design: Interaction Design, Visual Design, Product Thinking, Journey Maps, High fidelity Mockups, Design Systems, Prototyping, UX Writing, Design Strategy, Heuristic Evaluation, A/B Testing, Usability Testing

Tools: Figma, Miro, Framer, Principle, Sketch, Adobe XD, HTML, CSS, C/C++, Rhino, Autocad, Revit