

Work Experience

Stamurai / UX Designer

Apr - Jul 2020, Remote / Internship

- Designed a responsive landing page for Stamurai
- Worked closely with PMs and Devs to define useful features
- Designed assets from wireframes to creating pixel-perfect mocks & interactions
- Increased Conversion rate by simplifying the UI
- Increased Daily User engagement by 166% within 3 months
- Decreased the webpage bounce rate to nearly 8% from 85% within 3 months

Arbor Research India / UX Designer

Feb - Mar 2020, Remote / Internship

- Designed a web e-commerce platform from scratch
- Created a mobile-first responsive user experience while still establishing consistent desktop interaction patterns
- Collaborated with the development and data team for deploying new features

Kerala On Road / UX Designer

Sep - Nov 2019, Remote / Internship

- Redesigned and prototyped the mobile onboarding experience of KeralaOnRoad's website
- Collaborated with the Backend team to implement and deploy new features for the website
- Increased the User engagement rate by 35% within a month

Breakthru. / Founder

Jan 2018 - Present, Remote / Freelance

- Leading a team of coders and designers
- Managing a wide variety of cross-media projects involving branding, illustration, UI Design, UX Research, Web Development, for startups and academic institutes
- Maintaining a 97% client satisfaction score

Awards & Honors

Awwwards - Honors
Awwwards + Google - Mobile Excellence
CSSDA - Best UX Design
CSSDA - Best UI Design
CSSDA - Best Innovation
CSSDA - Special Kudos
CSS LIGHT - Feature of the Day x3
BEST CSS - Site of the Day x3
Witty Web Wiz - Website of the Day x2
Design Nominees - Site of the Day x3

Awwwards - Young Jury 2020-21
Brandathon - Winner x4
CodersRank - Top 3 in India (HTML)
CodersRank - Top 3 in India (CSS)
IxDF - Best in Class Distinction (Mobile UX)

Education

University of London / BSc Computer Science

2021 - 24, Undergraduate
Specialization - User Experience Design

UC San Diego / Interaction Design

2020 - 21, Coursework
Grade - 98.83%

- Learned how to generate consistent design ideas & techniques for quickly prototyping them.
- Understood the principles of visual design, perception, and cognition that inform effective interaction design.

Georgia Tech / Human Computer Interaction

2020, Professional Certificate
Grade - 95%

- Understanding the fundamental guidelines and heuristics of UI design, along with different stages of the design life cycle.
- The application of modern frameworks and theories - Agile Method, Universal Design, Activity Theory, and Value-Sensitive Design.
- HCI in VR, AR, wearables, context-sensitive interfaces and social computing.

IxDF / Mobile User Experience

2019 - 20, Certificate
Grade - 100%

- Mastered the way to design interfaces based on mobile usability
- Personas - Task modelling, etc.

Skills & tech

Design

- Concept Sketches, Low & High fidelity Wireframes
- User Flows, User Personas, Empathy maps, Sitemaps / Information Architecture
- Rapid Prototyping, UI Animations, Style guides, etc.

Research

- Heuristic Evaluation, Usability Testing
- Competitive Analysis, Qualitative - Quantitative Research
- Hypothesis Testing, A/B testing, Guerrilla Testing
- Surveys, User Interviews, Cognitive walkthrough, etc.

Technology

- HTML, CSS, JavaScript
- XD, Figma, Sketch
- Adobe Creative Suite, Protopie, After Effects
- Github, Webflow, Readymag
- Zeplin, Notion, Miro