

Lead UX Designer with 4+ years of experience building design systems and user-research

Work Experiences

Fivity Coffee Co. ————— Founder/CCO

Bengaluru, India

Jan, 2018 - Present

- Three paying B2B customers
- Developed an innovative new material for coffee filtration along with Ahlstrom Munksjo.
- Developed a patent pending manufacturing process that freezes ground coffee degradation and extends shelf life exponentially, in collaboration with IISc Bangalore.
- DIPP/DPIIT recognized startup by Govt. of India. (1 in 1500 nationwide)
- Recognized as startup by Govt. of Odisha (1 in 300 statewide)
- Incubated at NSRCEL, IIM Bangalore

Healthline Media ——— Lead Mobile UX Designer

San Francisco, USA

Mar 2016 - Jan 2018

- Lead the mobile app design initiatives at Healthline.
- Lead and developed the user-research practice with VP of Product
- Worked in establishing the Design 2.0 design system for Healthline properties (healthline.com, MS Buddy Apps, authoritynutrition.com, diabetesmine.com, and medicalnewstoday.com)
- Launched and grew through UX optimizations of MS Buddy app from 1K user to 250K+ users.
- Designed the horizontally scalable turn-key app platform called Buddy Apps made with React Native (MS Buddy, Breast Cancer App, IBD App).

Verizon Labs ————— UX Designer

Palo Alto, USA

Jun 2015 - Mar 2016

- Lead the design of Instant Access product resulting in acquisition of paying clients like Bank of America.
- Designed and delivered Autograph, Verizon's single-sign-on service now used by over 5 million customers.
- Designed and pitched Mobile Perks, a mobile data incentivising tool, on-behalf of the Verizon Labs team securing funding for its development.
- Established a practice of user-research in the team that now works along the agile product development process.
- Developed and ironed a design handover process with engineering and product team to streamline design deliver process.

Education

Indiana University Bloomington

Masters in Info Sci/HCI

2013 - 2015

KIIT University, India

Bachelors in Information Technology

2008 - 2012

Awards

Chairman's Scholarship 2014

School of ILS

Indiana University Bloomington

Velocity Conference Honorary Delegate - UC Berkeley

Dean's List

School of Informatics

Indiana University Bloomington

ASIS&T Brand Design Winner

ASIS&T Indiana University student chapter adopted my brand identity design and collateral submission

Harvard Business Review

Published piece on "Brainstorming" in June 2014 print edition