



Work Experience

Interaction Designer(Consultant),
Dell
Dec '20 - Present

Dell has unified their masthead on e-commerce platforms and I was responsible for designing it's responsiveness and making sure it's accessible. I designed rules for different breakpoints on desktop & touch devices and tested with users. Documented a component library for the developers including keyboard navigation & screenreader accessibility.

Currently working on delivering search experience based on proven best practices(from Baymard research) to fulfill the customer's intent.

Product Designer,
Mindhouse
Jul '20 - Oct '20

I worked on the design of an app for Mindhouse, a meditation studio that pivoted to live digital classes during COVID-19. Redesigned the booking experience of live classes and made it easier to find and filter classes based on user preferences like favorite instructors, language, recommendations, etc. I conceptualized and redesigned reminders to build daily habits.

UX Design Intern,
Microsoft
May '19 - Jul '19

Conducted user research about awareness and compliance with security best practices for mobile devices. Translated insights into the first version of Windows Defender for iOS devices. Worked with engineers to ship the app to M365 subscribers in just 4 weeks.

UI/UX Designer,
TCS
Jan '17 - Aug '18

Freso Play is a learning platform to teach employees of TCS & other organizations. I audited the existing UI components and overhauled the documentation of these components. I was also responsible for converting learning concepts into animated GIFs(ex: API)

Designed a crowdsourced ideation platform for Singapore Airlines. Interviewed employees and stakeholders to find out how ideas are shared internally. Conducted focus group discussions with Frontline workers and Flight crew to create a process that included them in critical business decision making.

Academic Projects

Voice guidance on mobile phones for people with visual impairment **IDC • Aug '19 - Nov '19**

I designed a teaching method that helps learn interaction widgets on mobile phones and prototyped a web app that guides people with visual impairment through the usage of interaction design paradigms that are new to them (for eg. circular time picker)

Voice assistance for railway enquiry and ticketing **IDC • Jan '20 - Jun '20**

Prototyped an enquiry kiosk that used voice technologies to answer natural language queries about train schedules, availability, etc. in Hindi in partnership with Central Railways.

Education

Master's in Interaction Design **IIT Bombay • 2018-20**
IDC School of Design

Bachelor of Engineering in Electrical & Electronics **Andhra University • 2012-16**
Sir C.R.Reddy College of Engineering