

EDUCATION

- 2017
General Assembly, Australia
(User Experience Design Immersive)
- 2006-2010 (B.Des)
National Institute of Fashion Technology, Delhi
(Dept. of Communication Design)

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EXPERIENCE: 13+ Years

● UX Lead | CaratLane, Mumbai | July '18 - Sep '23

I led responsive web design and UX research for the Design Your Own Solitaire jewellery business.

I engaged with key stakeholders, including the CEO and co-founder, to understand business requirements. I conducted user interviews and workshops with sales agents to gain insight. I designed an end-to-end web experience that is anticipated to be a game changer in the way solitaire diamond business is conducted. Post launch, we expect a 2.5x revenue growth in solitaire business.

I led the product design for Caratlane.us (Global).

I delivered a complete E-commerce design experience for the CaratLane international market. I collaborated with senior stakeholders, including the CEO, tech. team, data analysts and marketing team, to launch the website in July '22 thereby enabling us to achieve 100% of the revenue target for the year '22-'23.

I led the design overhaul and UX research for Oneview (CRM tool)

I collaborated with the CaratLane sales agents for user insights. I conducted heuristic analysis along with wireframing, prototyping and usability testing, leading to experience enhancement. The average time taken by the sales agent per lead was reduced from 35 to 14 mins.

Design thinking tools and usability testing in stores enabled us to understand the issues faced by **CaratLane India** users. The research was shared with the top stakeholders, and it was used as a benchmark to improve the user experience, both online and offline.

● Sr.UX-UI Designer | Design For Use, Delhi | Sep '13 - May '17

I was responsible for the UX-UI design overhaul of NYKAA.com.

I led the project from the first UX workshop with the key stakeholders until the development stage. Nykaa.com has seen a staggering growth since 2016.

After successfully delivering a chat-based Android app, an iOS app, and a brand design to **IWILL (an online mental health care service)**, DFU was hired as their marketing partner and was able to attract repeat business from them by building their responsive website.

Some of the other clients I designed for include: BOODL (Australia based store locator startup), MATRIX (international telecom solutions), IRIS Software (IT services), IKEA, DOCTOR.E (rural health development through e-health technologies), VCCIRCLE NETWORK

● Communication Design Consultant | Mar '13 - Sep '13

Worked collaboratively with entrepreneurs, SMEs and start-ups to develop their brand's vision & values, subsequently translating them into effective visual communication. My client, Love is Cakes (a home bakery brand) currently has over 30K followers on Facebook.

● Art Director | Contract Advertising, Delhi | June '11 - Feb '13

Work entailed art directing and conceptualizing ad campaigns for brands such as Domino's, Delmonte foods, NIIT (a leading IT institute). A benchmark project I worked on was a complete 360 degree re-branding of Dominos. The campaign was widely used across India. I also scripted TVC's for Delmonte and Domino's, India.

● Jr.Art Director | Saatchi & Saatchi, Delhi | Sep '10 - May '11

As a visualizer my work comprised of concept and visual design development of graphic collatorals for brands including OLX (online sharing forum), Kenstar (appliances), Harley Davidson.

● Creative Trainee | Ogilvy & Mather, Mumbai | Jan '10 - Aug '10

I designed and conceptualised graphic collaterals for brands such as Usha Janome (home appliances) and Fanta.

COMPETENCIES

- User Experience Design
- User Interface Design
- Design Thinking
- User Research Studies
- UX Workshop Facilitation
- Product Strategy
- Prototyping & Testing
- Concept Development
- Branding & Identity
- Typography

RECOGNITION

- GEM of CaratLane - Outstanding Performance Award '19
- Bronze at Effie Award India for Domino's re-branding campaign
- Packaging and Branding work featured in packagingoftheworld.com and Creative Gaga magazine
- Finalist in Absolut India Packaging Design challenge
- Scholarship worth 10,000 Euros to pursue Interaction Design at Domus Academy, Italy

PROFICIENCY

- FIGMA
- SKETCH
- ILLUSTRATOR
- PHOTOSHOP
- AXURE