

Strategic UX Designer with 3 years of experience in e-commerce, museums, and non-profits. Skilled in building scalable design systems, I thrive in cross-functional environments, consistently delivering impactful solutions that balance creativity, usability, and business needs.

EXPERIENCE

Product designer, Arqhive

New York | July 2024 - Present

- Led Beta testing and research plans to validate features with both B2B and B2C users, ensuring alignment with diverse audience needs.
- Facilitated usability testing to optimise portfolio workflows, refine collaboration expectations, and enhance customisation options for both business users and individual clients.
- Redesigned the design system for scalability of 'project management' workflows, improving development efficiency for enterprise-level (B2B) applications and enhancing user experience for consumers (B2C).

UX Design Consultant, DX Centre, Pratt Institute

New York | Aug 2022 - May 2024

- Developed WCAG-compliant components and optimized the [MASALA Design System](#) for Kolkata Chai Co., integrating consistency and system guidelines to reduce turnaround time by 30% and enhance cross-team collaboration.
- Conducted moderated usability testing for TuneIN Affirmations mobile app, identifying navigation challenges, simplifying primary task-flows and increasing B2C user retention by 4% for 200+ active users.
- Spearheaded Research Ops teams that balanced user needs with business objectives, building collaborative partnerships with business stakeholders and their cross-functional teams with our design teams to promote design best practices.

UX Designer, Edgemere Farms

New York | Aug 2023 - Dec 2023

- Designed and implemented a comprehensive UX/UI system for NGO, increasing site traffic by 77% and significant improvements in user engagement
- A/B tested prototypes to validate UI decisions, incorporating feedback from volunteers, founders, and team members to refine content and visual structure, ensuring alignment with user needs and business goals.

UX Designer, The Met Museum

New York | Jan 2023 - May 2023

- Elevated the browsing experience of the [Online Collections](#) by integrating micro-interactions, informed by data-driven insights from Eye-tracking studies, behavioural analytics and heat map analyses which led to enhanced user engagement.
- Optimized filter functionality that increased search effectivity by 17% through strategic collaboration with The Met's cross-functional team of engineers, designers and product managers.

Creative Designer, Please See | Design And Advertising Agency

Mumbai | Aug 2021 - April 2022

- Designed the digital touchpoints for 3+ e-commerce platforms and 40+ social media creatives for a sustainable hair-care brand.
- Envisioned and executed the brand extension for packaging labels and print collaterals of a significant health food restaurant - backed by a field study and competitive research

EDUCATION

M.S in Human-Computer Interaction (HCI) | Pratt Institute

New York | August 2022 - May 2024

B.Des in Graphic Design | MIT ADT University

Pune | June 2016 - May 2020

AWARDS & INVOLVEMENT

- Graduate Outstanding Merit Award (2024) - Awarded for overall Academic excellence and involvement by department & faculty
- Volunteering Experience for ZTCC Nagpur (2021) - Non-profit Organ transplant awareness

Vice President | UXPA at Pratt

New York | Aug 2023 - May 2024

- Led a team of 7 to execute UX Networking events with Figma and Google, connecting and engaging 80+ Pratt students.

UX Designer | Amazon Music HACKATHON

New York | Feb 2024 - March 2024

- Innovated [Voicelets](#) to enhance emotive expression and foster audio accessibility, utilising feedback from 100+ listeners.

SKILLS

Design and Research: UX Prototyping, UX/UI Design, Interaction design, Wireframing, Information Architecture, Innovation, User testing, Empathy mapping, Rapid ideation, UX Writing, Design Thinking, Design Strategy, Heuristic Evaluation, A/B Testing

Tools: Figma, Adobe Suite, Dovetail, TobiiPro Eye-tracking, HTML, CSS, Procreate, Miro, Hotjar, Google Analytics

Interests: Accessibility (WCAG Guidelines), Conversational AI, Service Design, UX Design Systems