

**CORE SKILLS**

User Experience Design  
Qualitative User Research  
Interaction Design  
Visual Design

**Applications/Technology**

Adobe Suite  
Sketch  
Invision  
HTML  
CSS

**MY STORY**

People, and their engagement with technology fascinate me. My passion for crafting solutions that are meaningful and engaging is enhanced by a background that combines Engineering and Design education, giving my work a unique perspective.

Happy customers are the foundation of a successful product and I am committed to representing their needs. My capacity to grasp both the business context and the challenges that implementation may pose help me create thoughtful and achievable solutions.

Over the years, my involvement in a wide range of projects has challenged me in myriad ways and helped me discover and hone the strengths I possess and identify areas for improvement. I find that both designing new experiences and improving existing ones offer different, but equally valuable opportunities for learning and growing my expertise. Setting a quality bar is important to me and I strive to achieve that in every project I take on. I thrive in a team environment and my communication skills enable me to be an effective bridge between end-users and the people that build solutions for them.

**WORK EXPERIENCE**

**USER EXPERIENCE DESIGNER / Magento - An Adobe Company**  
Feb 2017 - Present / Full-time

**FOCUS:**

- Merchant Experience: Lead user researcher and designer for experience improvements on a module that allows Magento merchants to sell on Amazon using a native integration
- Lead user researcher and design mentor for a potential native integration with Google
- Developer Experience: Overhaul of the extension submission program for the Magento marketplace - User research and re-design of the submission process
- Lead user researcher on the developer experience for the toolkit that will enable developers to build a Magento PWA storefront theme
- Shopper Experience: Example / demo PWA theme design to showcase a next-level progressive shopper experience, working with community developers on open-source implementation of the theme design

**UI/UX DESIGNER / ObjectRocket by Rackspace**  
Dec 2015 - Feb 2017 / Full-time Contract

**FOCUS**

- Improving the interface and customer experience for the company's web application - Collaborating across product engineering, marketing and business operation teams to bring consistency and cohesion to the experience
- Coordinating usability research and testing
- Building a style guide to bring a unified approach to UI elements in the application
- Improving the design of the customer documentation site
- Marketing design - creating landing page designs, marketing communication graphics and web ads for new releases, auditing and modifying the content on the marketing website for SEO and creating a responsive design for the site, redesigning the onboarding email campaign for new customers

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**VISUAL/GRAPHIC DESIGNER / Self-Employed**  
May 2012 - Dec 2015

**FOCUS**

- Wide variety of projects ranging from print design work for local businesses, event collateral, personal websites, corporate websites, web apps, mobile apps, identity design, infographics, communication design for not-for-profit organizations, front-end development, web maintenance

*CLIENTS: SailPoint Technologies (Austin), Lotus Coating Systems (Houston), Kinvey (Boston), MSL Group (India), Thoughtworks (India), Jupiter Capital Pvt. Ltd. (India), TopNut Foods (India), Mankastu Impex Pvt. Ltd. (India), AAFF (Austin Asian American Film Festival), Sugarcane Trading Co. (Australia/India), Thoughtapult Innovations (India), Vigyanlabs Innovations (US/India), Credence ID (California), Blue Coat Systems (Austin), Dance India Dance, Bangalore Literature Festival (India), ICMCA (Austin), Exchange Artists (Austin), E2E Business Solutions (Austin), Virtual Bridges Inc. (Austin), Leadership Austin, Room to Read Austin, Agni Dance & Entertainment (Austin), Curries by Design (Austin), Austin WorkNet, Austin Dance India, Cutting Chai Productions (Austin), Clay Pit (Austin)*

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**LEAD UI/UX DESIGNER / Vigyanlabs Innovations, Bangalore India / Contract**  
November 2013 - July 2015

**FOCUS**

- Redesign of company website
  - Redesign of product website
  - Redesign of standard, enterprise and mobile editions of the flagship application
  - Rebranding of company collateral and marketing material
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**VISUAL DESIGNER / MSL Group, Bangalore India / Contract**  
April 2014 - August 2014

**FOCUS**

- Daily social media marketing graphics for one of the agency's clients - an international herbal products company
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**DESIGNER/DEVELOPER/ACCOUNT MANAGER / Monkee-Boy Web Design Inc., Austin TX / Part-time**  
<http://www.monkee-boy.com>  
September 2007 - June 2012

**FOCUS**

- Ongoing site maintenance
- Content strategy
- Information architecture strategy and implementation
- Front-end web design
- Style guides
- Front-end development
- Project management

*CLIENTS: Austin Chamber of Commerce, SailPoint Technologies, Texas Wide Open for Business, CTRMA, ABC Home & Commercial Services, Unbound ID, Adometry etc.*

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**UI DESIGNER / Virtual Bridges, Austin TX / Contract**  
<http://www.vbridges.com/home.php>  
July 2010 - February 2011

**FOCUS**

- Product/application icons and UI interface design for internal application screens
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**WEB MANAGER** / Blue Coat Systems, Austin TX / Contract

<https://www.bluecoat.com/>

September 2010 - November 2010

**FOCUS**

- Web maintenance
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**COMMUNICATIONS MANAGER** / The 401(k) Company, Austin TX / Full-time

Acquired by Charles Schwab

May 2006 - February 2007

**FOCUS**

- Marketing collateral and plan communication materials for various client accounts
- Maintenance/regular updates of cyclical account related collateral
- Redesign of 401K information packets and special promotional collateral
- Print production coordination and supervision
- Direct client facing role involving a high level of communication with clients

*CLIENTS: Franklin Templeton, Bloomberg etc.*

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**INTERN, ADVERTISING CREATIVE** / J Walter Thompson, Chennai, India

<http://www.jwt.com/jwtchennai>

January 2005 - April 2005

**FOCUS**

- Creation of visual assets and campaign material for several of the agency's clients
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**EDUCATION**

M.F.A (Graphic Design)

B.E. (Electrical Engineering)