

CONTACT

Toronto, Ontario

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EDUCATION

Master of Information

University of Toronto

SGPA: 4.0

Anticipated graduation: 2024

B.Tech Computer Science and Engineering

GGSIIP University, India

CGPA: 8.67

Year of graduation: 2021

TOOLS

Figma

Adobe creative suite

Overflow

Balsamiq

Miro

Azure DevOps

SKILLS

UI/UX design

Visual design

Interaction design

Design thinking

Information architecture

Wireframing & Prototyping

User research & analysis

User and usability testing

PROFESSIONAL SUMMARY

Goal oriented product designer who strives to design and deliver accessible experience and eye-catching interfaces with 2 years of professional experience.

CAREER HIGHLIGHTS

Revamped the entire payment experience of Kotak mobile banking app

Part of the 2 man payment redesign squad that was responsible to completely reimagine the payment experience of the app. Also created 2 new features to add on to the existing functionality.

Trained 2 interns to be part of payments redesign squad

Responsible for training 2 new interns who joined the payments squad. Mentored and helped them learn our design practices, strategies and softwares.

EXPERIENCE

Innovation Hub - University of Toronto May 2023 - Present

Design Researcher

- Conducting in-depth qualitative research, including ethnography, to understand the needs, preferences, and challenges of students in a specific area.
- Employing design thinking methodologies, such as empathy-based interviewing, community-based co-creation, and collaborative ideation, to gather insights and generate innovative solutions.
- Transforming research findings and data analysis into compelling needs-based insights, principles, and recommendations, driving action and inspiring change.
- Communicating research findings and recommendations to stakeholders, utilizing persuasive, plain language and storytelling techniques to effectively convey complex information.

Kotak Mahindra Bank, India Oct 2020 - Jul 2022

Product designer

- Part of the design team responsible for complete revamp of the Mobile Banking App (MB 2.0). Part of creating the design guidelines and system for the project.
- Majorly worked on reimagining the entire payment experience which has over 20 million MAUs. Reworked on the bank's internal fund transfer journey, bill pay, UPI payment service provider app and created new features like bill splitter, etc.
- Performed competitor analysis, conducted design thinking workshops and user research which informed requirements. Created IA, user flows and wireframes followed by rapid prototyping and user tests to iterate. Created visual designs of the final wireframes. Closely worked with the PM's to create a product which is user centric while also trying to solve for business needs. Handed over the design specs to developers in Zeplin and clarified doubts. Updated user stories and bugs based on functional and design testing on Azure DevOps.
- Worked on designing several features to enhance payments for MB 1.0 which are currently live in the app.
- Actively worked in the design team and contributed in designing the web & mobile version of Kotak Cherry.
- Performed design audit on the Cyber Insurance feature in the existing Kotak mobile banking app (MB 1.0).

Jay Bharat Maruti Group Sep 2020

Freelance designer

- Worked on the existing website to improve the interface and experience according to the client's requirements.

Bipolar factory Jul 2020 - Aug 2020

Design intern

- Worked in a design consultancy startup and handled 3 different client projects.
- Created IA, user flows, wireframes and visual design prototypes.
- Collaborated with the product manager to optimize the product and meet client requirements.

ICABLE Private Limited May 2020 - Jun 2020

Freelance designer

- Responsible for the company's branding. Designed logo, packaging, neck and hand tags.
- Designed the experience and interface of the online shopping app.