

Personal Statement

I'm a transdisciplinary designer who walks the fine line between feasible and experimental. I believe that if it isn't human centered then it isn't design, and advocate well-researched responsible outcomes. While a generalist by choice, I tend to go deep into understanding the various avenues of work, whether it be to produce possible solutions, understand a problem or to work more efficiently with diverse teams. My goal is to address the needs of the people; as humans with requirements not users who can click.

Recent Work Experience

Prototypr.io

Oct 2019 - Present

Freelance Writer

- Write articles for the Prototypr.io Medium Publication.
- Published 3 articles to Prototypr Publication so far.

Line Financial, PBC

Jul 2020 - Nov 2020

User Experience Intern

- Market study and competitor research, leading to the identification of user goals and pain-points.
- Accessibility testing on Android, iOS and web to for compliance with US Rehabilitation Act Section 508.
- Designed over 150 wire-frames and high-fidelity mockups for the mobile application.
- System and data-flow diagrams to ensure proper documentation for designers, managers and engineers.
- Worked with engineering and data science teams through JIRA epic-story methodology.

Honeybee Network

May 2019 - Jul 2019

Graphic & Web Design Intern

- Brochures and website design for GIAN (Gujarat Grassroot Innovation Augmentation Network).
- Designed posters and cover pages for Gandhian Young Technological Innovation (GYTI) Awards 2019.

1830 Crew Films

May 2018 - Jan 2019

Cinematography Runner

- Daily proxies and rushes in-charge.
- Cinematography Runner during shoot.
- Camera data management on and off location.

Education

Bachelor of Design

2017 - Present

Indian Institute of Information Technology Design & Manufacturing, Jabalpur

- Focus: Interaction Design, Experimental Outputs
- Responsibilities: Senator, Web Design Lead, Event Teams Lead, Literature Society Co-Coordinator
- Activities: Debate, Quiz, MUN

Select Works

Ration

User Interface Design, User Experience Design, Service Design

An application aimed at providing immediate financial assistance to those in need due to the COVID-19 pandemic in India, via the Indian Public Distribution System. Jury selection: D'Source Corona Design Challenge 2020.

IIITDMJ Access

User Interface Design, User Experience Design, Interaction Design

Project based on a case study at the Indian Institute of Information Technology Design and Manufacturing, Jabalpur. While the original project focused on IoT implementation and system level design interventions, this project seeks to encapsulate the most used services by students and the administration on campus into an easy-to-use mobile application.

Bas Karde!

User Interface Design, User Experience Design

Bas Karde! is a project that tries to promote the use of public transportation under the Smart City division of the city of Jabalpur, Madhya Pradesh (India). The project is highly researched, comprising of interviews, observation, case studies, shadowing (among other research methods) and takes into account personal transportation, income categories, safety, ride-sharing and multiple other factors to arrive at the simplest of outcomes.

OH - MISS!

Research, User Interface Design, Frontend Development, Branding

OH-MISS! (Ocean Health Monitoring Instrument Stuck to a Ship) is an academic project aims to use a device that obtains seabed temperatures by measuring sea-surface temperature and sea depth using SONAR of a ship that it is attached too and aids researchers during scientific studies to combat climate change through data visualization. All the project's contents are open sourced and the code is available on GitHub.

Skills

Design

Design Thinking, User Research, Experimentation, Interface Prototyping, Experience Design, Interaction Design, Copy Writing, Ideation, Brainstorm, Web Design, Data Visualization, Service Design, Heuristic Evaluation, Task Analysis, Journey Mapping, 5W+1H, Affinity Mapping, A/B Testing, Qualitative and Quantitative Analysis, Intuition

Interpersonal Skills

Team Management, Leadership, Critical Thinking, Debate, Public Speaking, Presentation, Problem Solving, Project Management, Creative Writing, Double Diamond, User/Data/System Flow Diagrams, Agile, Kanban, JIRA Story-Epic, Mind Mapping

Software

Adobe Xd, Figma, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Zeplin, Microsoft Word, Microsoft PowerPoint, Microsoft Excel, VS Code, Sketch, Adobe InDesign

Technical

HTML, CSS (with SCSS), JavaScript, VueJS, Command-Line, Working knowledge of common programming basics, Source-Version Control

Languages

English, Tamil, Hindi, Marathi, Kannada

Recognition

Select Awards

- D'Source Corona Design Challenge 2020 – Jury Selection
- Typoday 2019 – International Poster Competition Winner

Publications

- The Dots Are Dancing – Posters Expressing Experimental Typography

Social

Behance →

LinkedIn →

Dribbble →

Medium →

Github →