

PROFESSIONAL EXPERIENCE

UX Designer · Optum, UnitedHealth Group

Gurgaon · August 2021 – August 2022

- Elevated Clinical Transformation Tool, an app for 500+ clinicians, by leading 5 cross-functional teams, conducting user research, and creating 20+ wireframes and mockups using Figma. Improved user satisfaction by 90% with design thinking principles and best practices.
- Enhanced telehealth platform for Optum, conducting user research, creating wireframes and prototypes, collaborating with developers and stakeholders. Introduced scalable, accessible, and life-saving features for 4M+ users (iOS, Android, Web), increasing satisfaction by 70%.
- Earned the Bravo Recognition Diamond Award for a perfect 100% impact.

UX/UI Designer, Intern · Mentorship by Chandni Kabra, Google

San Francisco · May – June 2020

- Designed and developed an AR learning experience that increased user satisfaction by 98%, using Figma, Blender, and After Effects for prototyping and user research.

Visual/Motion Designer · Freelance

New Delhi · May 2017 – May 2019

- Designed and executed advertising campaigns for 30+ brands using Illustrator and After Effects, increasing brand awareness and sales by 25%.

Graphic/Motion Designer, Intern · Morphed Studios

Noida · May 2017 – July 2017

- Boosted audience recognition and engagement by 15% with in-store seasonal campaigns for diverse audiences, using Illustrator & After Effects.

Graphic Designer, Intern · beam&words

New Delhi · May 2016 – July 2016

- Led digital marketing for global food & restaurant brands, resulting in a 30% online engagement increase, using tools like Adobe Creative Suite, Illustrator & Photoshop.

SIGNIFICANT PROJECTS

Garden Poster Pro: A mobile experience catered just for pairs to collaborate and design a poster together. Leveraged Figma, Illustrator, Unity, C#. · Sep - Oct 2023

Playful Prototypes: Crafted interactive prototypes, each week for 13 weeks in Unity, C# for web, iOS, and Android. Performed rigorous user testing. · Jan 2023 – May 2023

LEADERSHIP

Vice President, Silico Battles: Directed a statewide high-school festival, attracting 5000+ students to participate in computer science events. · Apr 2012 – Nov 2014

SKILLS

User Experience (UI/UX)

UX Design, UX Research, User-centered Design, Usability Testing, Persona, Journey Mapping, A/B Testing, Quantitative Qualitative Research, Interaction Design, Prototype

Visual Design

Wireframing, Prototyping, Typography, User Interface UI Design, Graphic Design, Adobe Creative Suit (Adobe Illustrator, Photoshop, InDesign, Acrobat), Video Editing, Color Theory, Art direction

Design Tools & Software

Figma, Adobe XD, Sketch, InVision, Zeplin, Marvel, Blender, After Effects, Unity, Premier

Front-End Skills

Unity, C#, JavaScript P5.js, HTML, CSS, React

Collaboration

Effective Communication, Teamwork, Documentation, User Flow Diagrams, Figma, Miro, Microsoft Office, Data visualization

EDUCATION

MFA Design & Technology

Parsons School of Design,

The New School GPA: 3.95/4

August 2022 – May 2024

MDES Animation Design

IDC School of Design, IIT Bombay

July 2019 – July 2021

BFA Graphic Design

College of Art, University of Delhi

July 2015 – May 2019