

SUMMARY

I bring an engineering perspective and quick problem solving ability to create products that people love to consume.

Inquisitive, creative and an empath by nature.

With my education in Computer Science, experience as a Digital Designer & Developer along with certification in HCI and Design. I am proficient in all aspects of the Design process.

Currently working as UX Designer at Paytm with a total experience of 6+ years in User Experience and Interface Design.

SKILLS

- Sketching
- Wireframing
- User Interface Design
- Interaction Design
- User Research
- Usability Testing
- Rapid Prototyping
- Responsive Web Design

TOOLS

- Figma
- Adobe Photoshop
- Adobe XD
- Sketch
- Adobe Illustrator
- Adobe Premier Pro
- Adobe Lightroom
- InVision
- Adobe Campaign Manager
- Google Analytics

AWARDS

Finalist at TechGIG UI Hackathon
2018

EXPERIENCE

• Junior Manager - UX

Paytm | September 2020 - Present

- Working on a complete redesign of the **Paytm for Business website**. Responsible for the usability, interface design and micro interactions of the website.

• Lead design - UX

Isango! India Pvt Ltd | October 2016 – September 2020

- Improved the usability and product experience with redesigned **isango.com website**.
- Increased page sessions and decreased bounce rate with redesigned **isango!'s blog The Guidebook**.
- Increased 0.81% conversions month on month with redesigned **Just London Theatre Breaks website**.

• Web/ Graphic Designer

Digidarts Marketing Pvt Ltd | May 2016 – Oct 2016

- Designed marketing collaterals for online and offline brand campaigns.
- Improved conversions for clients with custom landing page designs.
- Designed engaging creatives and infographics for clients.

• Web Data Executive

Intelenet Global Services | Sep 2014 – May 2016

- Maintained the B2B website for GTA (currently part of HotelBeds).
- Handled seasonal campaigns and designed banners for landing pages.

EDUCATION

• Bachelor of Technology (Computer Science)

Maharishi Dayanand University | 2010-2014 | 75%

• Senior Secondary

Central Board of Secondary Education (CBSE) | 2010 | 74.3%

• Secondary

Central Board of Secondary Education (CBSE) | 2008 | 73%