

North York, ON M2R3N1

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SKILLS

Tools

Adobe XD
Figma
Miro
Adobe Creative Suite
Marvel
Platforms for testing & analysis:
Fable
UserTesting.com
Web accessibility sites & plugins

Knowledge

Product design | Wireframe |
Research | Strategies
● ● ● ● ● ● ● ●

User flow | Sitemaps | IA | User
Personas | User Usability Test
● ● ● ● ● ● ● ●

Branding | Graphic Design
● ● ● ● ● ● ● ●

Photography | Motion graphics |
Videography
● ● ● ● ● ● ● ●

HTML 5 | CSS | Bootstrap
● ● ● ● ● ● ● ●

RECOGNITION

President Honors with 3.8 GPA
from Seneca.

Participated in The Ontario
Post- secondary Education
Quality Assessment Panel
(PEQAB) for Seneca

LANGUAGES

English
Hindi
Tamil

Product/UX Designer

Creative • Motivated • Skilled

I believe that everything starts from a **Point (.)** and as a UX designer, I attempt to transform from that point; any complex information into intuitive, immediately relevant, instantly comprehensible designs that users are inspired and filled with awe.

With over 5+ years of creative research & design-oriented problem solving experience, I am seeking an opportunity to build, design and launch products in the user centric design field.



DESIGN PROFICIENCY

- Ideating a structured design process for web and mobile.
- Define the brief and document the design process.
- User research techniques and persona for specified design requirements
- Information architecture, rapid prototyping and usability testing.



EXPERIENCE

Procom Services Ltd., Toronto (Lead Product Designer - Oct 2021 - Present date)

Working with Procom's IT department: Procom labs to build and improve their technology platform Client Connections, which enables their clients and contractor users in the organization to inventory, cultivate, and direct-source talent through Procom's world-class recruiting services. I am facilitating a better design eco-system to create and build a new product that is a customer and client-facing position with the opportunity to shape and communicate holistic user experience designs and is responsible for translating the overall conceptual design into implementation-ready. I always thrive on building a better product by generating empathy and setting an inclusive design mentality.

My current key role includes:

- Conduct stakeholder and user interviews assets. Lead, plan, conduct, and/or participate in user research. Identify and communicate design tradeoffs and alternatives (as needed). Interact and collaborate across internal disciplines with teams.
- Work within internal processes for design, development, and reviews. Interacting with the team to collaborate, share knowledge, learn and expertise with individuals for improved work performance, and conduct presentations with technical information.

Accenture Interactive, Toronto (UX Designer- Consultant - Jul 2021 - Oct 2021)

Designed and implemented digital customer experiences for their client in Finance & Insurance sector; that included working alongside with business analysts, technical staff and visual designers to identify requirements, study users and craft experiences that translate business and user needs into informed, highly engaging sites, products and services.

BGRS, Toronto (UX Designer - Consultant, Jun 2020 - Jul 2021)

Key role included designing experiences for ReloAccess™ advanced talent mobility technology platform; that includes BGRS Flex, Client ,Customer and Consultant Dashboard experience, Reporting ,Expense Automation process and many other design projects inline alongside business analysts, engineers, product owners, developers and visual designers to craft experiences that translate business and client user needs into highly informed, engaging and user centric experience for responsive web and mobile applications; that contribute to 100% year on year profit growth for the organisation.

Rigved Technologies, India (Project Engineer -UX Designer Consultant, Aug 2017 - Jul 2018)

Worked exclusively for the organization's Fortune Global 500 listed client: Reliance Industries Limited (RIL), India. Ability to explain design philosophy and strategies, identify opportunities, and scope problems, find user-friendly solutions by leading a team and work alongside developers to launch user-centric designs.

Askra Technologies, India (Associate UX Designer, May 2017 - Jul 2017)

Built proof of concepts for microsites and mobile apps with UX methods, and developed the entire UI architecture framework to generate user traffic, interactivity and overall platform outlook.



INTERNSHIP

The Stratagem Group, Toronto (Design Research Intern, Feb 2020 - April 2020)

The internship program consisted the research scope that is used to build a knowledge library of resources, that supports the growth of film, TV and screen-based production in the Ontario province.



EDUCATION

PG Diploma in
Interactive Media Design
Seneca@York, Canada

2018-2020

PG Diploma in
Communication Design
NICC, Bangalore, India

2012-2014

Bachelors in
Mass Media
University of Mumbai, India
(Majors in Advertising)

2007-2010