
User Experience Researcher & Designer

Experienced and results-driven design advocate with a unique blend of creativity and analytical skills, consistently delivering success.

An interdisciplinary designer and passionate advocate of user behavior, I possess a unique background in user experience research and design, and service design. I strongly believe in the power of human-centric design to drive disruption and bridge the gap between design and business.

Highlights of Expertise

UX Research	Complex Problem Solving
Strategic and Service Design	Project Management
Product oriented User Experience Design	Cross-functional Collaboration
Rapid Ethnographic Methods	Stakeholder Management
Translation of key insights into actions	

Experience

Senior Strategic Designer | Boston Consulting Group - BCG X | Mumbai, India

Aug 2021 - Present

Collaborating with BCG's top clients across diverse industries, like fin-tech, healthcare, public sector and governments to develop end-to-end consumer experiences and solutions for products and services in new or existing markets. As a part of the X.Design team my key focus is in user research and translating key insights into actionable customer journeys and designing delightful experiences.

- Led research and design efforts for a prominent pharmaceutical client in India, focusing on building a digital venture for disease management.
- Conducted extensive ethnographic research involving over 50 doctors specializing in various fields to enhance user retention on an information-centric knowledge platform.
- Partnered with a collaborative team to curate disruptive futuristic concepts in the healthcare insurance space.
- Led the design of an e-learning curriculum centered around human-centric design, aimed at improving employability by teaching high-demand business and digital skills.
- Managed the research and design process for a digital platform, automating the shortlisting and on-boarding of over 100+ candidate applications.
- Designed and oversaw the launch of the credit card module, from MVP to go-live, for one of India's leading fintech companies.
- Developed disruptive marketing campaigns reaching over 5 million customers through channels like WhatsApp messages, email campaigns, and direct messages for a leading bank.
- Led end-to-end user research and design for a hero loan product, expected to reach over 3 million customers upon launch.

UX Designer | Dr. Reddy's Laboratories - Studio 5B | Mumbai, India

January 2020 - August 2021

Studio 5b is the design and innovation arm of Dr. Reddy's Laboratories, as a UX Designer and Researcher within the Research and Experience Design team, I collaborated with diverse teams of experts to develop innovative user-centered strategies in the healthcare & pharmaceutical space.

- Worked closely with a wide range of professionals, including UX researchers, UX designers, UI specialists, and Product Managers, to create India's first OPD insurance product, 'Svaas' to reach 1+ million consumers.
- Collaborated with a team of UX Researchers and Designers to develop a digital platform targeting the Latin American markets addressing pain points of cancer patients, and empowering them throughout the various stages of diagnosis and treatment.
- Played a key role in establishing the foundation of human-centric design best practices within the organization by conducting design thinking workshops for non-designers, aiming to instill the value of human-centered design throughout the company.

Sr. Graphic Designer (UX Researcher & Designer) | Tech Mahindra Americas Inc. | Seattle, USA

August 2018 - October 2019

Played a pivotal role in driving Design Innovation and Research initiatives to enhance the company's competitiveness within the telecommunications sector.

-
- Researched and designed a comprehensive customer journey for enterprise clients onboarding onto an IoT platform and facilitated a holistic experience.
 - Interacted with key stakeholders and conducted innovation design thinking workshops to explore and develop innovative solutions tailored for enterprise clients.
 - Collaborated closely with product owners and managers to create a service blueprint for the enterprise ecosystem, ensuring seamless and efficient service delivery.

Freelance - Design Strategist | San Francisco, USA

April 2018 - July 2018

- Developed and supported client's existing service delivery channels by designing various design strategies and improved business model.

Industrial Design Intern | Onida MIRC Electronics | Mumbai, India

December 2013 - May 2014

- Collaborated with the R&D department to spearhead the development of a wall-mounted clothes dryer.
- Conducted comprehensive research encompassing user insights, market analysis, emerging trends, and technological advancements. Analyzed data and synthesized key findings to inform the design process by conducting user testing to gather feedback and refine the product.
- Created prototypes and utilized 3D modeling techniques to visualize and iterate on the design.

Education and Credentials

Savannah College of Art and Design | Savannah, United States of America

Master of Arts in Design Management (GPA 3.8/ 4)
2016-2018

Symbiosis Institute of Design | Pune, India

Bachelor of Design in Industrial Design (High Honors)
2010-2014

Professional Development

Certificate in User Experience with Specialty recognition in UX Research | Nielsen Norman Group
Issued November 2022

UX Management: Strategy & Tactics UX Management: Strategy & Tactics | Interaction Design Foundation (IxDF)
Issued January 2021

IBM Design Thinking Practitioner | IBM
Issued 2021

Technical and Software Expertise

Dovetail, Notion, Figma, Invision, Sketch, Adobe Suite, MIRO, Mural, Keynote, Google Form, UserZoom, Trello, Usability Hub, Microsoft Office.