

EXPERIENCE

Lead UI/UX Designer

Neuralrack AI (Freelance) / May 2024 - July 2024

I pioneered the comprehensive transformation of Neuralrack's digital platform, leveraging expertise in user experience (UX) and user interface (UI) design to drive significant improvements. Orchestrated extensive user research, designed wireframes, and developed prototypes to enhance interface usability. Led rigorous usability testing initiatives that refined system navigation and functionality, resulting in a 40% surge in user engagement. These strategic enhancements dramatically amplified platform accessibility and streamlined user flows, boosting Neuralrack's market competitiveness and customer satisfaction, visit [NeuralrackAI](#)

UI/UX Designer

Asteria Aerospace Limited/ November 2021 - July 2023

I spearheaded the UX overhaul of a cloud-based drone operations platform, boosting user engagement by 25% and slashing analysis time by 30% with strategic design refinements. My leadership in a 3-month UX audit led to a key redesign of UAV software, enhancing usability and performance for over 200 users. Additionally, I developed interactive dashboards for clearer geospatial data visualization, aiding stakeholder understanding, and crafted over 20 comprehensive use cases to align platform features closely with user needs and expectations.

UI/UX Design Intern

Asteria Aerospace Limited/ April 2021 - November 2021

I enhanced team efficiency by 40% by streamlining the creation, organization, and distribution of design assets. Additionally, I led the design and development of the SkyDeck website's landing page and visual elements, incorporating motion graphics and engaging content, which resulted in a 50% surge in visitor engagement due to significantly improved aesthetics and user experience.

EDUCATION

MS in Information Design and Data Visualization (HCI)

Northeastern University / 2024 (Scholarship holder)

BA in Economics Honors

Christ University / 2020

Google UX Design Certification / April 2021

Augmented Reality and ARCore / May 2023.

SKILLS

Design Tools: Figma, Sketch, Illustrator, After Effects, Photoshop

Programming Skills: Python, HTML, CSS, JavaScript

Visual Design: Wireframing, Prototyping, Data Visualization, Illustration & Art

Data Visualization Tools: Tableau, PowerBI

Research & Testing: User Research, Usability Testing, Data Analysis, User Flows, Information Architecture

Soft Skills: Effective Communication, Problem-solving, Contextual Inquiry

VOLUNTEER

Contributed as a stem-cell donor / DATRI 2023

Played a pivotal role in organizing over 10 events, reaching 200+ attendees interested in behavioral science / India Behavioural Economics Network (IBEN) 2022

Led initiatives that directly benefited over 2,000 women and children, demonstrating a commitment to social change and climate action / Center for Social Action 2018.