

EXPERIENCE & PROJECTS

GOOGLE | UX DESIGNER

June 2019 to present (Full-time)

January 2018 to June 2019 (Contractor)

Designed and collaborated to reach design decisions for user experience problems in **Authentication** (Jun 2020), **Google Lens** (Jan 2019), **Next Billion User** (Jul 2018) and **User** (Jan 2018).

Collaborated with local and international PMs, Engineers, UX Researchers, and cross-functional design teams to execute user-first design decisions.

Projects: Led the design for Google sign in prompt (a.k.a. Google Prompt) in Authentication; led the design for developer tools to help third-party partners create projects in Lens; led UX initiatives to increase revenue for Google Station; assisted UXR research in India (Mumbai, Lucknow, and Pune) in 2018; designed for Android Contacts app, including visual updates to comply with Google's latest Material Design.

DEMANDBASE | PRODUCT DESIGNER

July 2017 to December 2017

Designed and collaborated with Director of UX in achieving design decisions for Demandbase consumer-facing products, including reporting, dashboard, account-based marketing/ad targeting, and sales conversion features.

Led interaction and visual decisions for a sales assistant email product.

Projects: Created the design and planned user tests of a Demandbase email product; developed interaction and visual update of Demandbase suite platform.

HEARSAY SYSTEMS | PRODUCT DESIGNER

November 2014 to June 2017

Led the interaction and visual design of Hearsay Messages (text messaging) app.

Oversaw and led design projects for internal and external brand and product marketing of Hearsay Systems.

Projects: Executed of interaction and visual design for Hearsay's iOS and Android mobile apps; developed of style guide of Hearsay's desktop app; planned branding and communication design of corporate website, events, and product marketing.

ACHIEVERS | UX DESIGNER

July 2011 to July 2014

Designed wireframes, flows, mockups, and other design documentation for both web and mobile pages of the Achievers marketplace (e-commerce) product.

Collaborated with mobile PM, mobile engineering, and the design team to define and refine design decisions and visual patterns across web and mobile.

Planned and executed clients-facing creative decisions for clients/prospects, such as: CVS, Tim Hortons Levi Strauss & Co., Apollo Group, Save Mart, and Ceridian.

Projects: Executed brand and communication design of marketing events and sales collateral; developed the mobile design workflows for shopping experience.

SKILLS

INTERACTION DESIGN
VISUAL DESIGN
WEB, iOS, ANDROID
UX RESEARCH
ILLUSTRATION
BRANDING & GRAPHICS
PROTOTYPE
EMPATHIC DESIGN

TOOLS

FIGMA
SKETCH
PRINCIPLE
ADOBE CREATIVE SUITE
(PHOTOSHOP,
ILLUSTRATOR,
AFTER EFFECTS,
ADOBE INDESIGN)
INVISION
FLINTO
GOOGLE GSUITES
HTML/CSS

EDUCATION

ACADEMY OF ART UNIVERSITY
BFA IN DESIGN & NEW MEDIA
FALL 2007 TO SPRING 2011

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