

An experience and digital strategist and designer focused on building delightful experiences.

EXPERIENCE

Athlon London | UX Director

2019 - Present | London

Athlon London is a Design and Innovation agency with a focus on building experiences.

- Responsible for defining and delivering experience strategy solutions by managing a team of designers and product teams to produce:
 - Information architecture of products in a data driven environment.
 - Design Systems.
 - User flows and experiences that are incredibly simple and elegant.
 - UX and Product reviews of existing products based on User Centered Design Principles and Practices.
- Undertake resource and budget allocations to manage multiple projects and team members on various projects.
- Drive coordination with Product, Engineering and Designers.
- Clients include PayU, Open Banking, 1Card Solutions, JetLocal, British Retail Consortium, UTTO, Etha, Frank, Bright and Abel amongst others.
- Experience in multiple industries such as Finance (fin-tech), Banking, Consumer Goods, Public Sector amongst others.

Experience Consultant & Independant UX Designer

2010 - Present | Global

- Worked on various small and medium scale clients ranging from experience consulting to design communication.
- Experience in multiple industries such as Social Media, Food Services, Arts, Cryptocurrency amongst others.

AD60 Inc. | Senior Experience Designer (Lead)

2015 - 2018 | New York

AD60 is a full-service, fully integrated product design agency that specializes in generating business results in a data-driven environment.

- As a lead designer, I led multiple projects and managed a team of designers. I was responsible for their growth, development and performance.
- Helped define the strategy of our client's products by understanding the key business objectives and its vision.
- Responsible to form and manage client relationships, ensuring quality and consistency of deliverables across client accounts.
- Led user research & testing efforts with the stakeholders and analyzed results.
- Defined the information architecture of products to create wireframes and prototypes to reflect the structure.
- Collaborated with the visual and engineering teams to quickly prototype ideas.
- Worked closely with the project management team to define robust processes that worked for the creative team in conjunction with the Dev teams.
- In addition to UX responsibilities, was also responsible for other aspects of the project lifecycle - from pre-budget LOE estimation to writing Dev tickets in Jira.
- Helped personal and professional development of team members through mentorship and regular team meet-ups.

EDUCATION

Pratt University

MS in Communications Design

2011 - 2013 | New York

New York University

Professional Certificate, Digital & Graphic Design

2010 - 2011 | New York

University of Mumbai

Bachelors of Commerce

2006 - 2011 | Mumbai

AWARDS

W3 Gold Winner

x4

W3 Silver Winner

x2

Webby Nominated

x2

Muse Creative Awards Platinum Award

x1

Appy Awards Winner

x1

Appy Awards Nominated

x1

SKILLS

Experience Strategy
User Experience Design
Information Architecture
UX Research
User Flows
UX/Product Reviews
Competitive Analysis
Usability & Concept Testing
Analytics
Interviews & Surveys
Storyboarding

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EXPERIENCE (continued...)

- Clients include Stash Invest, Inscape, WinWin Save, Siggii's, Nutrisystem, Sangreal Foundation, Mercer Financial Wellness, South Beach Diet amongst others.
- Experience in multiple industries such as Finance (fin-tech), Banking, Health & Fitness, Nutrition, Charity and Lifestyle amongst others.

New York Code & Design Academy | UX/UI Instructor (Part-time)

2014 - 2016 | New York

The New York Code + Design Academy offers hands-on, intensive workshops in web and mobile app development and UI/UX design.

As an instructor, I created the course syllabus and case studies for the course for over 15-20 students every semester. My job was to tutor and mentor my students through the material, shaping them into competent junior/mid-level designers.

Brillio | User Experience Designer

2014 - 2015 | New York

Brillio, a global technology consulting and business solutions company, enables the successful digital transformation of businesses by utilizing disruptive technologies.

- Responsible for designing the User Interface for mobile and tablet apps.
- Assist in requirements gathering workshops with clients to conduct ethnographic research and gather material for and to build personas.
- Responsible for conducting field analysis, user research, creating personas, work flows, designing interfaces, design documentation and user testing.
- Experience in multiple industries such as banking, finance, retail, energy & utilities.

Fresh Digital Group | User Interface Designer

2014 | New York

FRSH is the premiere experienced voice interaction design and development studio that helps usher businesses into the connected age.

- Responsible for creating user flows and responsive wireframes and mockups.
- Created Rich Media Ads in Celtra Platform for various sports and auto industry.

Jack Rogers USA | Visual Design Intern

2013 | New York

Apparel & Fashion brand

Responsible for conceptualizing and designing email marketing campaigns and graphics for landing pages, web banners, advertisements and social media.

On Design Studio | Graphic Design Intern

2013 | New York

A digital design firm that specializes in projects for non-profit organizations as well as for corporate and cultural clients.

Assisted in preparing client presentations, designed logos and maintained existing client websites with a focus on the real estate industry.

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