

## Experience

### MassMutual

Jan 2020 - Present

### Senior Product Designer

- Strategized with Product owners to identify risks based on the business vision and assisted with roadmap creation.
- Led the end-to-end design effort for a new web product from research to Visual Design and extended support with UX Writing.
- Spearheaded as well as owned the entire process for the Mobile App, and led to build a Mobile Design System.
- Facilitated design mentorship to multiple R&D rotations, and led various design workshops for Voice, Mobile and Web teams.
- Conducted thorough VQA analysis for any and all designs.
- Assisted the voice experience team to identify a better Interactive Voice Response (IVR) strategy with a vision to reduce the call rate to CSRs by 10%.
- Identified the need, conducted research, and created journeys, wireframes, interaction/user flows, prototypes with an iterative design process for multiple projects.
- Led design initiatives and advocated for design in a larger company setting.

### Teltech Systems

March 2019 - Nov 2019

### Product Designer

- Led the research by conducting User-testing, A/B tests, surveys, interviews and identified enhancement opportunities.
- Created a detailed competitive analysis to propose a freemium product.
- Conducted and led various brainstorming sessions with different strategies to identify problems and propose innovative solutions.
- Discovered user drop-offs by analyzing data and recommended UX/UI design solutions.

### Fortune Cookie UX Design

May 2017 - July 2017

### UX Design Consultant

- Led a team of 4 designers to create a medical application.
- Condensed need-finding through comprehensive user interviews.
- Extended the concept of the medical quiz app by introducing gamification to further enhance the experience by using game mechanics such as badges, leaderboard, level system, and more.
- Created solutions for the client through high-fidelity wireframes and prototypes.

## Skills

<b>Design</b>	Research and Analysis, UI/UX Design, User stories, Persona and Journey, Competitive Analysis, Information Architecture, Storyboarding, Wire-framing, Prototyping, Design System, Visual Design, Visual QA
<b>Develop</b>	HTML, CSS, Javascript
<b>Animate</b>	Motion Graphics, Interactions, Gamification, 3D animation, Visual effects
<b>Lead</b>	Strategize, Workshops, Presentations, Mentorship
<b>Tools</b>	Figma, Sketch, Adobe After Effects, Photoshop, UserTesting, Invision, Zeplin, Jira

## Education

<b>Thomas Jefferson University</b> 2017 - 2018	<b>Master of Science in User Experience and Interaction Design</b> <ul style="list-style-type: none"><li>- Learned advance skills in Design and collaborated on multiple projects with fellow designers and students.</li></ul>
<b>Yashwantrao Chavan Maharashtra Open University</b> 2013 - 2015	<b>Bachelor of Computer Application</b> <ul style="list-style-type: none"><li>- Studied various computer programming languages and ethics of computing.</li></ul>

## Extra

<b>ADPList Mentor</b>	A platform to share UX design experience with novice designers and help them through their initial career development.
<b>Medium Publications</b>	Published various Medium articles on UX Planet and Bootcamp from UX Collective. Currently in a process to get published on Smashing Magazine.
<b>Jury Member</b>	Thomas Jefferson University invited me many times to be a Jury member for the UX design program's thesis defense.