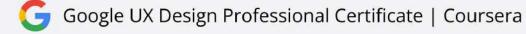


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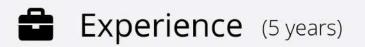


Master Digital Product Design: UX Research & UI Design | Udemy

UX & Web Design Master Course: Strategy, Design, Development | Udemy

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OCUDESIC | Senior Consultant (UX Design & Research) | 2022-07 to Present

 Working as Senior Consultant in UX research and design Currently working on client project of SLB (Schlumberger)

Cognizant | Sr. UX/UI Designer | 2021-05 to 2022-06

Worked as Senior UX researcher and designer on Client Projects Nike, Network Rail, Abbott, Anglian Water (more details on next pages)

AVAVA | Senior Technical Associate | 2018-07 to 2021-05

• Responsible for UX design and research of SME telecom product (more details on next pages)

NVIDIA. | Tools Development Engineer | 2015-06 to 2015-09

• Worked on designing tools framework for the Tegra SOC used in autonomous vehicles.

Education

Master of Technology (Computer Engineering) | 2016 - 2018 COEP (College of Engineering Pune) 1st Rank 9.74 CGPA out of 10, Distinction

Bachelor of Engineering (Computer Engineering) | 2011 - 2015University of Pune71.74%, Distinction

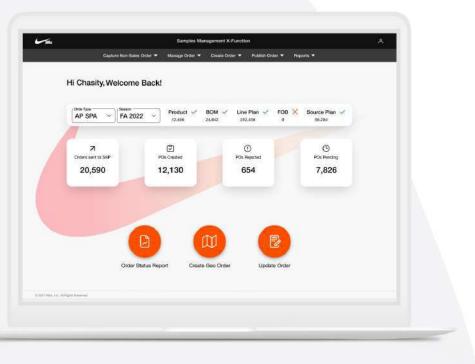
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Figma	Jira	Confluence	ReactJS	AWS

• Responsible for creating experience for modern web application for Apparel Management.

- Interacted with the business to understand the business requirements.
- Conducted Usability studies and A/B tests to refine understanding of user requirements and create designs accordingly.
- Various design variations were ideated and shared with the business, and shared with other stakeholders in the project.
- The received feedback was incorporated in the designs.
- Figma was used to create, maintain, collaborate designs within the orgnization
- Created designs as per the various components available in Nike's Design system.
- Create high fidelity wireframes and shared with developers with Inspect feature.
- Helped the developers in understanding the structuring of pages considering responsiveness.
- Daily scrums were conducted with bi-weekly demos.

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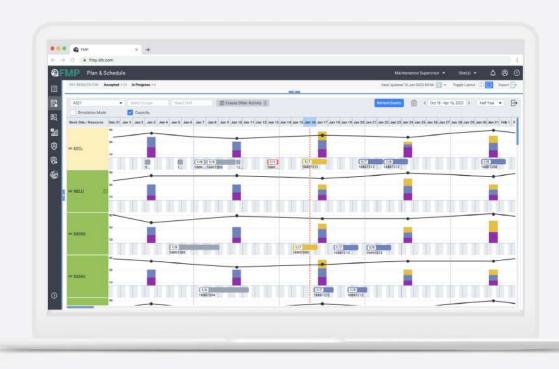


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• Responsible for ideating UX solutions for asset maintenance and monitoring application.

- Ideated early stage UX solutions to gather early feedback from stakeholders to optimize cost.
- Created and pitched UX solutions for new or upcoming features to new and existing business lines to:
 - Attract more budget for the project
 - Help positioning the project at higher levels in SLB
- Proposed UX were expected be performance efficient considering the vast amount of data to be handled.
- Interacted with the business users to understand the business requirements, and created various user journeys.
- Figma was used to create, maintain, collaborate designs.
- Create high fidelity wireframes and shared with developers with Inspect feature.
- Helped the developers in understanding the structuring of pages considering responsiveness.
- Daily scrums were conducted with bi-weekly demos.

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Confluence

Angular

- Responsible for UX Strategy of the product.
- Created designs for new Web and Mobile platforms of the product based on discussions with stakeholders.
- Conducted Primary and Secondary Research as well as Qualitative and Quantitative Research.
- Avaya IPOffice is a leading telecom solution targeted towards SMEs, offering various customized Cloud, Premise and Hybrid solutions.
- Communicated with various stakeholders of the project for UX designs.
- Proven Increase in Customer Satisfaction after improvements in designs.
- Worked extensively on Organization of Information and User Journey across the application.
- Transformed legacy application design into Modern design.
- Improved Navigation across the application.
- Created Responsive designs for web.
- Used Figma for creating, maintaining and collaboration of designs
- Jira was used for ticketing of user stories and tasks

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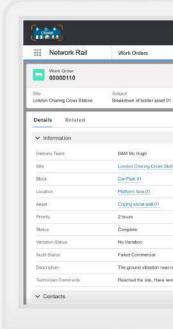


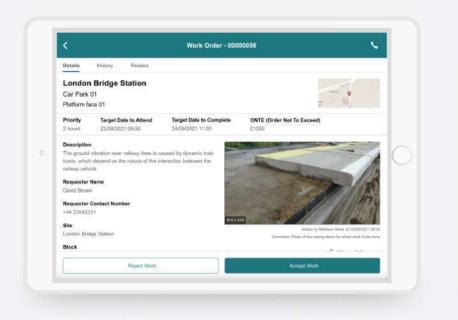
Salesforce

Azure DevOps

• Responsible for creating experience for Asset Management system web application to be migrated to Salesforce. Also created designs for Mobile devices.

- Interacted with the business for Requirements gathering.
- Conducted research activities, Usability Tests, A/B Tests.
- Used Lightning Design System provided by Salesforce.
- Created reusable components in Adobe XD by updating the lightning design components based on branding.
- Collaborated with Business Analyst and developers to design intuitive solutions.
- Azure Devops was used for maintaining user stories and tasks.
- The designs were made considering technical feasibilities of Salesforce platform.
- High fidelity interactive prototypes were shared with developers.







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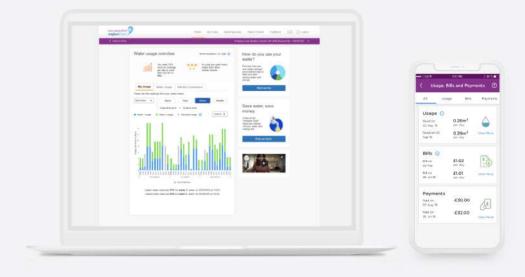
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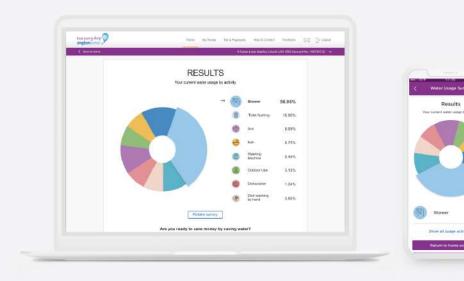
Ionic

• Responsible for creating new journeys for web and mobile app of self-service product.

- Conducted Usability studies to fine tune understanding of user needs and update designs accordingly.
- Adobe XD was used to create and maintain wireframes, and Zeplin was used to share the designs with devs.
- Interacted with the Business Analyst and the business to understand the requirements.
- Understood details of existing user journeys and functionalities from Develoeprs. other UX designers.
- New user journeys were shared with business and feedback was incorporated into the designs.

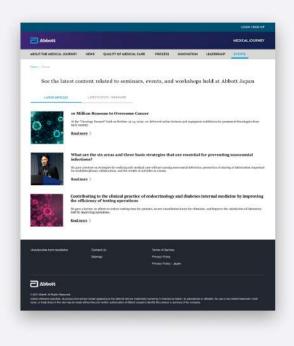




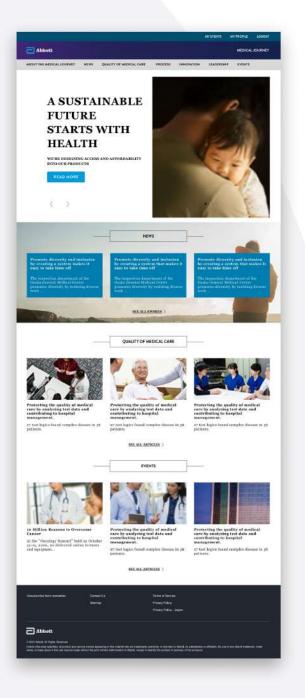




- Redesigned Japan divisional web application to assist migration to AEM.
- Interacted with the business, developers and other stakeholders so that our understanding and expectations were aligned.
- Understood details about user journeys and functionalitites from business analyst.
- Had discussions with Abbott Design team and understood their Design system.
- The tool chain included Sketch + Craft plugin + Invision DSM.
- The design system components were reused, with their styling being updated as per department's guidelines.
- The high fidelity wireframes were shared with the business and feedback was incorportated into the designs.
- The high fidelity designs were shared with developers using Invision Cloud with Inspect feature.
- Daily scrums used to be conducted weekly demos.



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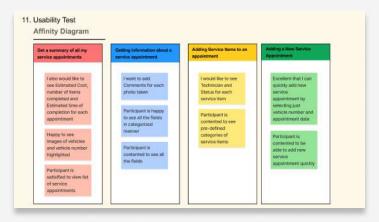
Click here to view the case study

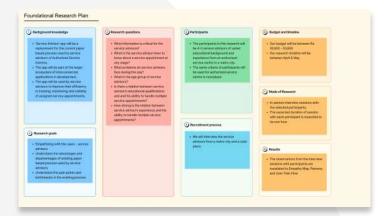
- UX Case Study showcasing various activities and deliverables in different stages of the design process.
- Demonstrating various stages of design process Requirements, Discovery, Define & Ideate, Develop.
- Demonstrating research activities using Foundational Research Plan and Usability Test.
- Depicting various deliverables such as Empathy Map, Persona, User Task Flow, Journey Map, Affinity Diagram, Competitive Analysis, Wireframes etc.

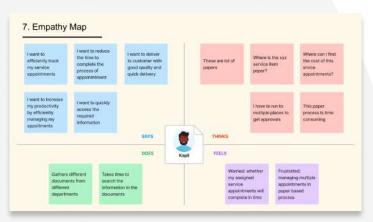
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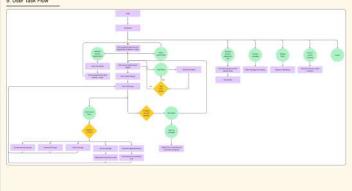
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5. Competitive Analysis

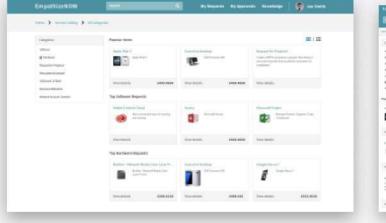
		Pro	duct pros			1	Product cons	
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empetitor 1		Focused on relevant to 5 audience			Unveilable		Process is	Some elements
WMB Motors	-	Available	-		appointmen	t tracker	Process is repetitive and frustrating	seem clickable but are not
competitor 2	Viscally appealing	Available In five Tanguages	includi		Wordy, Deer	Wonty, Descriptive		

servicenow

Adobe XD

• Cognizant Hackathon Project - Learnt Design Structure of ServiceNow and created designs for a ITSM application

- Followed 80-20 guideline in designs 80% out-of-box components and 20% customization
- Analyzed various ServiceNow offerings such as Service Portal, App Engine Studio, Request Management, etc.
- ServiceNow does not provide reusable components for Adobe XD hence created components for the ServiceNow platform



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