



SUMMARY

With 5+ years spanning research, design, and education, I specialise in research, innovative design thinking, and proficient service design. Merging my passion for education with strategic design and UX research, I craft impactful solutions.

PROFESSIONAL EXPERIENCE

Design and Programs Manager | Good Business Lab

June 2024 - Present

- As a Sr. Associate in the design team, I extensively use systems & design thinking tools to design processes, systems, services, workshops and more.
- This process involves extensive qualitative research, problem identification, generating insights and design directions.
- My work responsibilities also involve managing the project and teams.

UX Researcher | Infra.Market

April 2023 - May 2024

I worked as a User Experience Specialist at Infra.Market across various verticals, pods, and products. My work contributed to product strategy and roadmap planning. My primary responsibilities included:

- Research & Testing
 - Conducted generative and evaluative research for product roadmaps and strategy
 - 20+ User Experience design evaluations (UATs)
 - Led user research for B2B, B2C products and services
- Content creation & review + core team member to establish guidelines & playbook for content creation & evaluation
- Wireframing & Mock-ups to lead product designs
- Creation of user journey maps, user personas & design guidelines for products

UX Research Intern | Atlassian

September 2022- March 2023

- Co-led research for concept testing with Kano survey, Interviews, design activities and assumption mapping
- Provided strategic insights on product value and design
- Generated user archetypes and user personas
- Led user research planning and documentation for B2B, B2C products and services
- Conducted User Assumption Testing

Teaching Assistant

Synthesis School | June 2021 - December 2022

- Provided meticulous teaching assistance, did cohort reviews and evaluations

Research Intern

Sahapedia | January 2020- April 2020

Architect

PPAL Architects | December 2018- August 2019

VOLUNTEER WORK

- INDUS ACTION: COVID 19 Rapid Response support (May-June 2020)
- SEEDS: Design of facilitating structures for disaster management during COVID-19 (June-July 2020)

EDUCATION

School of Planning and Architecture, Delhi

Bachelor's Degree in Architectural Design
2013 - 2018

National Institute of Design, Gandhinagar

Master's Degree in Interdisciplinary Design |
Strategic Design Management
2020 - 2022

SKILLS

- Technical skills:
 - Prototyping (Experienced)
 - User Testing
 - Affinity Mapping
 - Journey Mapping
 - Experimental workshops
 - In-depth interviews and focus groups
 - Documentation: Approach notes, Research reports, RQs, DGs
 - Data visualisation and presentation
- Techniques:
 - Behavioural analysis and research
 - Heuristic analysis
- Tools and Softwares
 - User interviews
 - Qualtrics
 - Maze.co
 - Miro
 - Dovetail
 - Figma
 - Adobe photoshop & Indesign

CERTIFICATIONS

- iPolicy for Young Leaders:** Certificate course for introduction to social change through Public Policy.
- Cowry Summer School 2022:** Behavioural science and design

TEST SCORES

- 2020:** National CAT Examination percentile - 94.65%
- 2020:** NID DAT exam percentile - 95.95%. National rank #3 in DAT exam for the discipline of Strategic Design Management.
- 2019:** GRE - 324/340, TOEFL - 114/120
- 2013:** JEE MAINS percentile 99.97%. MAINS (B.ARCH) State rank #2, National rank #252