

## PROFESSIONAL SUMMARY

- 3 years experience **delivering 10+ live web and mobile applications** across retail, ed-tech, e-commerce, financial services, and enterprise SaaS.
- Highly proficient in holistic, Human-centred design and design thinking that adheres to best practices and WCAG accessibility guidelines.
- Experienced in industry-leading tools *Figma, Adobe XD, Adobe Creative Suite, and Canva* to deliver delightful digital experiences at speed and scale

## WORK EXPERIENCE

### UX/UI Designer

May 2024 – Present

Asterid Group Inc., Toronto

- Leading product design at Asterid Group, an ed-tech company building Coursera for licensed professionals seeking continuous professional development courses in Finance, HR and Healthcare
- *Figma*: Designing and developing educational platforms, creating wireframes, and interactive prototypes and optimizing websites to enhance user experience.  
Crafted clear, engaging narratives around complex user journeys, showing how design options on a CPD platform simplify the tracking and fulfilment of CPA certification requirements
- *Mailchimp*: Creating and managing email templates to effectively communicate with customers and promote events.
- Collaborating with stakeholders in strategy and brainstorm sessions to articulate design goals and user needs.

### Volunteer Digital Designer

Feb 2024 – Present

Lean In, Toronto

- *Canva*: Designing interactive online content, creating email templates, social media graphics, and promotional artworks furthering Lean In's global movement to empower women to build purposeful careers.
- Campaign contributions led to a 15% event attendance growth and a 25% increase in membership engagement in Q2.

### UX/UI Design Consultant (remote)

Mar 2023 – Feb 2024

YXIOM Technologies, USA

- Conceived the corporate website and the company's web-based AI crypto trading product, increasing trading volume by 19% and user sign-ups by 8%.
- Enhanced UX design through heuristic evaluation and usability studies, resulting in a 15% improvement in CSAT scores.
- *Figma*: Developed user persona, sitemaps and created low and high-fidelity screens to effectively communicate UX insights and recommendations.
- *Illustrator*: Designed in-house mailers and banners to raise awareness and provide information to investors, ensuring a consistent visual identity across all communications.

### UX/UI Design Lead (remote)

Jun 2022 – Nov 2022

Gait Global, Singapore

- Designed a corporate website and enterprise software Carbon emissions tracking platform with sensor monitoring capabilities, achieving 95% success rate in identifying defective carbon sensors.
- *Figma*: Translated concepts into Customer journey maps, personas, user flows, wireframes, mockups, and interactive prototypes.
- designed an intuitive dashboard that centralized critical data, allowing users to monitor carbon sequestration in real time across multiple sites
- *JIRA*: Managed projects effectively using JIRA and Slack, ensuring adherence to agile methodologies, timely delivery of project milestones, and communication of project progress to key stakeholders.

- Established style guides and design systems to ensure seamless code handoff to development team.
- Actively participated in user research, creating user stories and information architecture, to produce intuitive designs.

### Deputy Manager, Research and Operations

Jul 2017 – Aug 2021

#### Transsion Holdings, India

- conceptualized Transsion Buddy - A retail staff management tool that effectively supports sales tracking, inventory management, attendance, and monitoring staff performance, sales performance, and communication for 6,000 employees.
- Designed the Partner Onboarding service by digitizing workflows and creating responsive feedback loops, reducing partner onboarding time by 50%.
- Conducted comprehensive ethnographic research with 50 target users, service blueprinting the company's service delivery model for its channel partners.

## DESIGN CONSULTING PROJECTS

### Product Design Consultant (remote)

Jul 2023 – Dec 2023

#### Paws n Collars, India

- Created the brand's one-stop Shopify storefront for 25,000+ users for pet-related needs, in collaboration with co-founders.
- *Figma*: Developed personas, assessed requirements, and designed workflows to deliver a minimum viable product (MVP).
- Conducted brainstorming sessions and research to understand the needs of pets, pet parents, and future pet owners.

### UX/UI Designer (remote)

Dec 2022 – Feb 2023

#### Connect Outsourcing, New Zealand

- Led rebranding strategies and corporate website redesign, increasing business sign-ups by 20% in 3 months.
- *Figma*: Built intuitive user flows, wireframes, interaction prototypes and UI mockups for modernized user engagement and flows.

## EDUCATION

#### User Experience Design Certificate, OCAD University, Toronto

Jan 2024

#### Masters in Interaction Design - UX/UI Pearl Academy, India

Jun 2023

- Received Academic Excellence Award for finishing in the top 5%

#### MBA in HR & Operations, Welingkar Institute of Management Studies, India

2019

#### Bachelors in Arts, Delhi University, India

2014

## CERTIFICATIONS

#### Accessibility in Design, WCAG 2.1 and 2.2

2023

#### Women in Technology Program, ACCES Employment & TD / IBM, North York

2023

#### Figma UI/UX Design Essentials

2023

## SKILLS

**Technology:** Figma | Adobe XD | Illustrator | Mailchimp | InVision | Illustrator | Photoshop | Miro | Mural | Trello | Asana | JIRA | HTML/CSS

**Design:** Design Thinking | Design Principles | User Research | Usability Studies | UX Laws | User Persona | Heuristic Evaluation | Customer Journey Mapping | Storyboarding | Sketching | Usability Testing | User Interviews | A/B Testing | WCAG Accessibility Guidelines | Wireframing | Prototyping | UI/UX Flows | Information Architecture | Graphic Design | Visual Design | User Testing | Agile Sprints | Creative Problem Solving

## INTERESTS

Yoga, Buddhism, Chakra and Sound Healing, Aromatherapy, Pet-sitting