

## Skills and Tools

User Interviews, Wireframing, Prototyping, Design Systems, Data analysis, A/B Testing, Interaction Design, Usability Testing, Persona, Heuristic Evaluation, User Journey Maps, Eye Tracking, HTML/CSS, JS, Accessibility

Figma, Sketch, InVision, Axure, Adobe XD, Heap, Fullstory

## Experience

### Deepgram | Product Designer

Mar 2022 - Present | Phoenix, Arizona

A speech AI API for developers.

- Designed a tiered pricing plan model which increased purchases by 196%.
- Designed A/B tests to increase sign up page conversions by 15%.
- Designed an A/B test to onboard users to the API and selected the best version.
- Conducted continuous user research with customers to understand customer pain points.
- Contributed to building the Design System.
- Designed demos to introduce prospective clients to our new features.

### American Express | UX Designer

Oct 2019 - Mar 2022 | Phoenix, Arizona

**Enterprise Digital Application** - A platform for international market customers (Eg: Canada, Japan, France) to apply for an American Express Credit Card.

- Uplifted Complete Rates for credit card applications using quantitative and qualitative usability research while incorporating business needs in markets like France & Japan.
- Migrated designs from an old platform to a new platform integrating a Design System.

### Luminosity Lab, ASU | UX Designer

Mar 2018 - Oct 2019 | Phoenix, Arizona

**ShipShape** - A gamification project to educate people in supply chain management skills in developing countries.

- Gamified and designed wireframes for 3 technical concepts through iterative testing.
- Designing reward system, games and level structure, storyline and difficulty management of the game.

### SolarSPELL, ASU | UX Design Intern

Jun 2018 - Jul 2018 | Phoenix, Arizona

### ThoughtWorks | Software Developer

Aug 2015 - Jul 2017 | Bangalore, India

## Education

### M.S in Human Factors

Graduated: May 2019

Arizona State University, Arizona

Thesis: Understanding the effect of animated microinteractions and it's speed on user enjoyment.

### B.E in Computer Science

Graduated: May 2015

New Horizon College of Engineering, Bangalore, India