

## SUMMARY

- User experience designer with a passion for new product conceptualization and innovation
- Over 5 years of experience in UI design and over 2 years of experience in UI development
- Deep understanding of conventions and patterns on various desktop, web and mobile platforms
- Strong programming background with the ability to rapidly prototype and iterate in high-fidelity
- Advocate of HCI methods, objective design standards, and open design processes

## WORK EXPERIENCE

### **Interaction Designer, salesforce.com** (San Francisco, Dec 09 – current)

#### **Key Projects:** Siteforce Studio, Salesforce.com User Administration, Pattern Library

- Currently working on key user interaction flows for the studio environment of Siteforce - a drag-and-drop based declarative content management system in the cloud that enables business users to collaboratively and easily build data-driven websites for the desktop and the mobile.
- Led the redesign of some complex areas of the Force.com platform: User Management, Profiles & Permission Sets
- Led the redesign efforts of the Salesforce.com UI Pattern library and established processes around it
- Worked on incorporating patent-pending social gaming concepts into internal collaboration tools

### **Interaction Designer, eBay Inc.** (San Jose, May 07 – Dec 09)

#### **Key Projects:** My eBay, eBay Resolution Center, eBay Neighborhoods

- Worked on the Next-Generation My eBay, #1 destination for eBay's users
- Collaborated with the business units in strategizing and prioritizing initiatives in the "Resolutions" area. Led design efforts for the redesign of eBay's Resolution Center, the hub for all post-transaction buyer and seller problems.
- Worked on the User Engagement team focusing on projects that foster personal expression and community interactions around shared passions. The projects include Neighborhoods, Blogs and To Go
- Created site-wide patterns like Filmstrip, Sign in, Member badge, System errors and filtering/sorting

### **Design Intern – Turbo Tax, Intuit Inc.** (San Diego, May 06 – Aug 06)

- Worked with senior designers on the designs for navigation and wizards for the core Turbo Tax product.
- Designed and executed a remote user-study to understand the user-comprehension of tax content
- Studied and conceptualized ways to improve TurboTax user-experience using Web 2.0 patterns
- Prepared a 22 min. video-documentary, "Experiencing User Experience" to evangelize the UCD process

### **UI Developer - R&D Center, Tata Consultancy Services Ltd.** (Pune, May 04 – Jun 05)

- Worked on the design/development on the client-side of MasterCraft – an integrated, object-oriented tool suite that speeds up the development of medium to large-scale web applications
- Interacted with customers on a regular basis to get requirements for customizations of the user-interface

### **Software Engineer – Home Networking Group, Tata Elxsi Ltd.** (Bangalore, Jan 03 – May 04)

- Worked on the feature-enhancements of a product that allows remote access of a digital camera
- Developed core UI modules for remote browsing and searching of the digital photographs using UPnP protocol

## EDUCATION

### GRADUATE

#### **M.S. in Human Computer Interaction design**

Indiana University (IU), Bloomington, IN (Aug 05 – Sept 07)

**GPA: 3.91/4**

Courses taken: HCI Design – 1 & 2, Usability Methods for Interaction Design, Prototyping for HCI, User-Centered Design for the Web, Rich Internet Application Design, Pervasive Computing, Computerized Publication Design

### UNDERGRADUATE

#### **B.E. in Electrical and Electronics Engineering, M.Sc. in Economics**

Birla Institute of Technology and Science (BITS), Pilani, India (Aug 98 – Jun 03)

**GPA: 7.31/10**

## SKILLS

<b>Product strategy</b>	User & domain analysis, Competitor analysis, Storyboarding, Persona & scenario development, Affinity diagramming, Task analysis
<b>Usability Methodologies</b>	Contextual inquiry, Interviews, Participatory design, Card sort analyses, Heuristic evaluation, User surveys
<b>Sketching &amp; Wireframing</b>	Paper, Illustrator, Omnigraffle, Fireworks, Keynote, Photoshop
<b>Interactive Prototyping</b>	HTML5, CSS3, JS, jQuery, jQuery UI, jQTouch, iUI, PHP, MySQL