

About Me

I am a passionate UX designer with a strong background in user research, ideation, and rapid prototyping. With experience in leading design thinking workshops, developing AI-driven solutions, and enhancing digital accessibility, I excel at creating user-centric designs that drive business success. My work at Shell has been recognized with awards and has significantly improved user experience and efficiency. I thrive in collaborative environments, working closely with cross-functional teams to deliver innovative and inclusive products. My goal is to empower users through intuitive and beautiful design, ensuring accessibility and usability for all.

Work Experience

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Shell

Aug 2023 - Present

UX/UI Designer

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Full-Time

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1 year

User Research

Stakeholder Management

Cross-culture Management

Design system

Collaboration

Digital Accessibility

User Centered Design

Product Strategy

Inclusive Design

- Led a 4-part design thinking workshop series for **Marine Technical Services**, strategising a roadmap to achieve a **\$20M capability at Shell**, recognised with a **Special Recognition Award**.
- Designed a 2-D AI image analysis proof of concept by **defining user flows**, closely working with product managers and developers, reducing Technical Managers' working time by 50% and achieving **quicker feedback** for Marine Engineers, enhancing overall user experience and efficiency of the solution.
- Enhanced the scaled consumer-facing application of Shell Marine - **LubeMonitor's** components to align with WCAG 2.0 guidelines and Shell Brand standards by integrating the **Shell Design System**, improving workflows, accessibility, and user interaction during the agile delivery process.
- Spearheaded **user research**, created personas, and defined customer journey maps, enabling a **user-centric approach** for feature releases and improving product usability across different platforms like web and mobile.
- Built **interactive personas prototype** for Shell's upstream project, **Petrosigns**, collaborating with senior designers to enhance a user-centric approach across stakeholders throughout the product development lifecycle.
- Led **Design Quest workshops** with designers from different disciplines, increasing project involvement and designer engagement, promoting design thinking.
- Delivered a presentation on **Visual Voices** as a part of **Young Shell India**, helping members improve presentation skills across Shell, enhancing communication and collaboration.
- Refined search engine results for **Shell's internal SEO project - Shell Unified Search**, improving user analytics and search results, enhancing information accessibility.
- Advocated for digital accessibility, prioritizing WCAG 2.0 guidelines in products across Shell, promoting inclusive design through **experience sessions on accessibility**.

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Flutura - Decision Sciences and Analytics

Jan 2023 - Jun 2023

UX/UI Designer

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Graduation Internship

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4 Months

User Research

Cross-culture Management

Design systems

AI Vision Analytics

- End to end designing of Cerebra's no-code vision analytics platform for the **Energy industry**.
- Followed an **agile design process** and spearheaded user research.
- Cross-Culture management between **industry & academia** to research for **AI vision** solutions.
- Contributed to a consolidated library to refine UI standards following the WCAG guidelines for **accessibility & scalability** to create three distinct product verticals which reduced the design time by by 30%.

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Tata Elxsi

Jun 2022 - Aug 2022

Service Designer

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Internship

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2 Months

Designing for VR

Information Architecture

Rapid Prototypes

- Analysed user needs and behaviours to optimize VR interactions and collaborated with team to create **user journey maps** and information architecture.
- Developed **storyboards** & rapid prototypes for the VR app based on journey maps, reducing training time by 10%.

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Bolkar

Feb 2021 - May 2021

Social Media Designer

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Internship

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2 Months

2D Animations

Design Thinking

UX Writing

- Improved social media engagement by 35% by collaborating with teams, engaging with users online, and writing content for the product and promotion.

Education

National Institute of Fashion Technology, Bengaluru

2019-23

Bachelor of Design

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Product Design

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9.0 CGPA

Volunteer Experience

TEDxNIFTBengaluru

Head of Marketing and Public Relations

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Volunteering

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2 Months

Headed PR campaigns to build public relations, facilitated brainstorming sessions, and as a part of the **core team member**, coordinated efficient **communication** and **collaboration**.

Certificates

[Google UX Design professional certificate](#)

Coursera

[Mobile user experience \(UX\) Design](#)

Interaction Design Foundation (IxDF)

[Service Design: How to Design Integrated Services](#)

Interaction Design Foundation (IxDF)

[Accessibility for Web Design](#)

LinkedIn

[UX DesignOps: Working with Developers](#)

LinkedIn

[UX for AI: Design Practices for AI Developers](#)

LinkedIn

[LFC131: Green Software for Practitioners](#)

The Linux Foundation

[Leading with Vision](#)

LinkedIn


[Understanding Augmented and Virtual Reality](#)

LinkedIn


[What Business Leaders Need to Know about Web3](#)

LinkedIn


Tools




Figma




Adobe XD




Adobe AE




Adobe PS




Adobe AI




Invision



Miro



Sketch



M 365

Interests

Professional vocalist

Guitarist

Macrame craft

Pottery

Reading

AI tool Enthusiast