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SKILLS

UX Design

- User research

- Personas and scenarios

- Journeys and flows

- User testing

- Insights to strategies

- Information architecture

- Gamification

UI

- Rapid prototyping

- Adobe XD, Sketch, Figma

- Basic HTML/CSS

Visual & Brand Design

- Adobe Photoshop, Illustrator, InDesign

- Brand strategy

- Visual identity design

UX-UI DESIGNER

EXPERIENCE - UX, UI, SERVICE DESIGN

- Product lifecycle management of mobile, web and connected devices
- Spearheaded design projects matching users, design and tech with holistic view of experience
- Conducted user and market research to understand perceptions and needs
- Derived insights from research and created strategies to boost KPIs
- Facilitated workshops and collaboratively developed brand and business strategies and visual identity
- Facilitated team workshops and brainstorming sessions for creative problem solving
- Aligned with developers and stakeholders on goals and strategies
- Created brand and visual identity for new market expansion
- Created UI design concepts to simplify content-heavy interfaces
- Developed strategies and concepts for targetted employer branding
- Collaboratively developed new communication strategy for target users
- Conceptualized and developed unique ideas for recruitment campaigns
- Dedicated to a strong team culture of collaboration with mutli-disciplinary teams where together we can share, learn, and grow.

UX-UI Designer   *Jan 202 - Present*
NCS Colour AB, Sweden

Service Designer (Freelance)   *Jan 2020 - Feb 2020*
IKEA, Sweden

UX & Service Designer (Freelance)   *Jan 2020 - Feb 2020*
Iquest AB, Stockholm, Sweden

Head of Design - UX (Mobile) & Visual   *Mar 2018 - Nov 2018*
TaskRunner AB, Stockholm, Sweden

UX/UI Designer (Web- Freelance)   *Jan 2017 - Jun 2017*
Bidani center for homeopathy, India

Product & visual designer (Freelance)   *Jun 2012 - Dec 2016*
Wide array of clients and target users

STRENGTHS

- Open communication

- Problem solving

- Empathy & Collaboration

- Self-leadership, Leadership

- Organization & structure

- Technical mindset

- Project Management

- Facilitation

CERTIFICATIONS

Interaction design foundation, 2016- Present

- User Research

- Gamification

- Human computer interaction

- Quality web communication

- Emotional design

- Psychology of interaction design

Udemy, 2016

UX & Web Design Master Course

LANGUAGES

- Swedish: Intermediate

- English: Fluent

- Hindi: Native

EXPERIENCE - PRODUCT (PHYSICAL) DESIGN

- Lead product lifecycle through iterative prototyping and detailed process planning
- Designed award winning and best selling products, collaboration with the team
- Boosted brand image and sales through data and competitive analysis, and by resolving quality and functionality issues
- Structurally organized work flow to increase production efficiency & reduce task time
- Collaborated with developers ensuring accurate development of designs

Senior Product designer   *Aug 2008 - Aug 2011*
Viya Home, India

Viya Home develops luxurious hand-crafted products including furniture, sculptures, lighting and installations corporate, residential and hospitality interiors globally.

Product designer   *Jan 2004 - Nov 2007*
Michael Aram Inc., India

Michael Aram is a world-renowned lifestyle brand that designs and customizes tableware, decoratives and jewelry for the global luxury market.

EDUCATION

Design Lead   *Aug 2019 - Jun 2020*
Hyper Island

Accessory (Interior products) Design   *Aug 2001 - Jun 2004*
National Institute of Fashion Technology, India

Bachelor in Commerce   *Aug 1998 - Jun 2001*
University of Delhi, New Delhi, India

AWARDS

Global Employer branding Hackathon - IKEA   *2020*

'Best Spa Design' - Asia Spa India &   *2011*
'Best Lifestyle Spa' SENSES award - Spa, Claridges hotel, India   *2012*

ELLE Deco International Design awards - Alhambra collection   *2009*

'Best Design collection' award, NIFT, India   *2004*