

Work Experience

Cognizant Technology Solutions | UX Designer

New Delhi, India | Sep 2022 – Present

- **Assurance Manager Tool**– As the youngest UX Designer in a client-facing role, took ownership of all product design and solution initiatives for **Network Rail's** (leading rail infrastructure company in the U.K.) internal risk assurance and asset management tool, scaling it from 0 to 1.
- Collaborated cross-functionally with Business Analysts & Users to design an intuitive, data-driven, seamless solution that used technology to turn raw data into intelligent information that allowed better analysis.
- The team won the “Real IT Award 2023” for Product Innovation of the Year.
- **TMW Mobile App**– Designed a automobile freight management app for **Toyota– North America** to help truck drivers manage their daily loads and optimize operations.
- Increase in average driver satisfaction index (Toyota's internal success metric for employees) from 4.6 to 7.8 after implementation.
- **Aspire App**– Worked with **Arkansas Educational Television Network– AETN** (a leading television broadcasting company in the US) on a complex internal operations management app that helps streamline all aspects of television broadcasting including program planning, budgeting, amortization and vendor management. (NDA)
- **Information Reconciliation Dashboard**– Led the design of a task management dashboard for **Core Logic** (a leading company specializing in property data and analytics in the US) and it's vendors. (NDA)
- **Design Repository**– Led a team of 8 designers, even as the youngest member on the team, to conduct comprehensive user research and build prototypes culminating in the development and implementation of a Design Resources Repository at Cognizant. Increased cross-team learning and productivity across global teams

Behavioral Design Collaborative | Founder and Design Lead

New Delhi/ Bangalore, India | Jan 2023 – Present

Founded a not-for-profit design consultancy studio for early-stage start-ups focused on social impact.

Neuliv | Strategy design, Brand Identity & Design for Web-Application

- End-to-end Interior design and Fit-out Stealth Startup focused on social and environmental sustainability.
- Understood business needs to develop a roadmap for its digital platform, following the lean-start-up method.
- Designed a responsive customer-facing web-application 0-1 in English and Arabic that streamlines the design and delivery of interior design and fit-out to its users.

Housing and Land Rights Network (NPO) | Web Design Consultant

- Working with one of India's leading non- profit research organizations whose work has been covered by Ministry of Home and Urban Affairs for National Policy Reform.
- Designing a public information website displaying insights from the yearly Informal Eviction Report.

Jain Expositions Pvt. Ltd. | Brand Identity & Web Design Consultant

- Brand Identity and Strategy design with a brand new responsive website design for one of India's leading firms in the space of public museums and exhibitions.

Sampark | Cofounder and Design Strategist

New Delhi, India | Sep 2021 – Jun 2022

- Received **seed funding** for project from Design Innovation Centre (DIC).
- **Top 12** for Observation and Action Network (OAN) Fellowship.
- As a not-for-profit venture, designed a universally accessible digital platform (Mobile Application and WhatsApp integrations) with physical distribution strategy, by addressing findings from comprehensive user research. The platform would aggregate social workers and the communities they serve.

Education

School of Planning and Architecture, New Delhi | Bachelor of Architecture, 1st Class with Distinction | 2017– 2022

- Architecture Thesis that uses a **configurational design approach using generative AI** to experiment with the hostel tower block to enhance quality of life and design a climate-responsive block.
- **Won the Ruben's Trophy** at NASA 2020 for the best architecture student works of the year.
- **Finalists** in the International **Archstorming African House Competition** in 2020.
- **Top 5 in the Industrial Design trophy** at NASA 2020 for the design of a furniture piece for architecture students.
- Designed Foot-Operated Hand Washing Stations that SEED-India distributed to low-income neighborhoods during COVID-19 Pandemic.

Delhi Private School, Sharjah, UAE | XII CBSE, Gold for academic excellence | 2017, X CBSE, 10 CGPA | 2015

Skills & Tools

Design: Figma, Adobe XD, Adobe Photoshop, Adobe Illustrator

Presentation: Adobe Indesign, MS Office Suite

Modeling/ Rendering: Autodesk Revit, Rhinoceros, Sketchup, V- Ray, Lumion

No-code Web Development: Webflow

Miro, Mural, Figjam