

## EXPERIENCE

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### Senior User Experience Designer

September, 2018 - present

IQVIA Seattle, WA

Define the product experience for IQVIA's data science products. Develop storyboards, mockups and prototypes to communicate interaction and design ideas. Partner with product stakeholder and end users to shape and define strategy and gauge usability of new and existing products.

### Senior User Experience Designer

June, 2017 - September, 2018

Microsoft Azure Redmond, WA

Designed and delivered scenarios, screen-flows, and interactive prototypes for Microsoft Azure's Incident Management tool. Pitched artificial intelligence concepts and presented design solutions to engineering teams as well as end users from Microsoft Azure, Microsoft Office, Microsoft Dynamics, Xbox and Universal Store. Managed and mentored engineering interns.

### Senior Product Designer

February, 2017 - June, 2017

Carlyle Group Redmond, WA

Designed digital products for Agrium and Swedish Health. Designed personas, scenarios, wireframes, and prototypes for mobile and web apps. Collaborated with stakeholders, developers and project managers. Pitched ideas and presented design solutions to client executives. Recruited, interviewed, and mentored new UX designers.

### Senior User Experience Designer

June, 2016 - February, 2017

Amazon Seattle, WA

Led design for Amazon.ae. Supported three engineering teams across two regional offices. Designed and delivered product design artifacts including scenarios, screen flows, product specifications, prototypes, and user research studies. Designed, tested, and contributed new design patterns.

### Senior User Experience Designer

September, 2015 - June, 2016

Microsoft Bellevue, WA

Redesigned the Microsoft Store user journey and the visibility of purchased hardware and software resulting in an increase in profit efficiency from 93.6% to 95.9% within first six months. Subscribers on account.microsoft.com increased by more than 28%, from 350MM in September 2015 to 451MM by March 2016, upon simplification of the order experience on the account.microsoft.com website. Worked with legal and engineering teams to define the compliance process in the product life-cycle. Helped design a GDPR validator tool for Azure Data Centers.

## EXPERIENCE

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### Senior User Experience Designer

May, 2015 - September, 2015

Bloomberg New York, NY

Designed an experimental predictive analytics tool for Bloomberg. When trying to make a decision on whether to buy or sell a stock, we have to analyze a few factors: price, revenue growth, earnings per share, dividend and dividend yield, market capitalization, historical prices, analyst reports, industry information and major economic indicators. We usually look at this information in a fragmented setting and cannot make a decision unless we consult someone who has been in the industry for decades. This tool changes that. It's machine learning algorithm analyzes these dependencies and makes a close to perfect prediction. We tested this tool with a person who wasn't familiar with stocks and started him with a budget of \$10,000. In 48 hours, he made over \$110,000 in high yielding stocks suggested by the tool.

### Senior Product Designer

January 2012 - May, 2015

Boeing Seattle, WA

Led end-to-end product design for Boeing's data management web and mobile applications. Collaborated with engineering teams and stakeholders throughout the product development cycle. Created concept diagrams, user-flows, personas, wireframes, prototypes, and interactive prototypes for flight deck displays and mobile platforms.

Designed and implemented the Electronic Flight Bag (EFB) and Onboard Performance Tool on the 777 and 787 airplanes which saved a minimum of 400,000 gallons and 120MM in annual fuel costs per airline. It also reduced the consumption of 24MM pages of paper previously used to print the instruction materials for the EFB. Designed the Safety Analytics dashboard which sparked the Go4Zero Industrial safety initiative at all Boeing factories across the United States, reducing the costs related to on-the-job injuries and delays by 100MM per year.

### Senior User Experience Architect

January 2011 - January, 2012

Microsoft Redmond, WA

Saved Microsoft approximately \$6.5MM annually by identifying and eliminating redundant systems and redesigning the underlying licensing system complexity by creating a user-centric task based UI for a superior user experience.

Developed detailed user journeys and design patterns. Studied and analyzed processes, which linked channel partners, customers, internal Microsoft field and Microsoft operations. Enabled a single authentication/authorization process. Created an interoperability layer to enable data sharing and on-boarding other services quickly without impacting user experience.

## EXPERIENCE

### Creative Director

October 2008 - January 2011

Boeing Seattle, WA

Engaged in a wide range of projects, including playing an integral part of the proposal team for Boeing Defense Services and Commercial Aviation Services. Designed high-impact, user-centered experiences with strong emotional appeal, sophisticated production values and intuitive navigation to maximize user engagement. Was part of the strategy team on the proposal for the US Tanker that ultimately secured a \$76 billion contract from the United States Air Force in 2010. Led UX design on ground-breaking applications that redefined the commercial aviation services industry by increasing annual revenues for the group from \$4.9MM to \$5.7MM within two years.

### UX Designer II

May 2006 - October 2008

Microsoft Redmond, WA

Handpicked by the legal team to be part of the fifteen member Technology Group facilitated by Bill Gates, for the purpose of brainstorming on healthcare innovations. Other projects included design and testing of the UI for Windows Phone 7 for word prediction in English and Chinese, strategic design of new controls for Microsoft Dynamics AX client, and creation of web 2.0 controls for Microsoft SharePoint for Enterprise Portal. Increased revenues by 9% over the previous quarter by improving user experience in SQL Management Studio. Filed nine patents for data visualization related to Microsoft Health Vault.

## SPECIALTIES

Product design

Interaction design & prototyping

Enterprise & systems design

Mobile & responsive solutions

Information architecture

User research

Usability testing

Contextual inquiry

Leadership

Design strategy

Team building

Collaboration

## EDUCATION

### Bachelor's in Product Design

Sir JJ School of Arts, Mumbai

1998

### Human Computer Interaction

University of California, San Diego

2010

### Machine Learning

Stanford University

2012

### Data Science

University of Edinburgh

2018

## TOOLBOX

Axure, Sketch, Invision, OmniGraffle, Adobe CC, pen & paper, competency in HTML, CSS, and Framer.