

USER EXPERIENCE DESIGN LEADER

Provide Innovative & Engaging Solutions, Addressing User & Business Needs

UX professional with experience in designing intuitive and engaging user-experience for both consumer and enterprise applications. Involved in all stages of product development, which include collaborative work with designers, usability researchers, and engineering to deliver innovative solutions that meet both business goals and user need. Expert in incorporating UX activities within Agile development environment.

Technical Skills:

UX Design	Persona, Scenarios, Task Flows, Wireframes, Storyboards, High-fidelity Mocks, Prototyping
User Research	Heuristic Reviews, Cognitive Walkthrough, Competitive Analysis, Usability Testing
Tools / Packages	Sketch, OmniGraffle, Balsamic, Axure, InVision, Illustrator, Visio, HTML, JavaScript, CSS

Expertise includes:

- **Design Consumer & Enterprise Applications**
- **Product Realization Process**
- **Agile**
- **Hiring & Mentorship**
- **Design & Implement Processes**
- **Design Systems**
- **Research & Validation**

PROFESSIONAL EXPERIENCE

GoDaddy, Sunnyvale, CA

2018 – Current

Sr. Manager, UX Design

- Leading design direction, strategy, team, and vision for next generation of productivity applications for entrepreneurs and small-businesses that will create new sources of revenue for GoDaddy.
- Own end-to-end UX design process including customer & stakeholder interviews, competitive analysis, customer journey mapping, wireframes, high-fidelity mock-ups, interactive prototypes and validation with end users.
- Partnering with product management to evangelize new experiences, product vision and potential to get executive buy-in and sponsorship.

HOME DEPOT, Techshed, San Mateo, CA

2016 – 2018

Head of UX Design & Research

- Led design direction, strategy, team, and vision for consumer and business applications, providing consistent and engaging experience across different platforms and increasing leads and revenue (www.proreferral.com, www.homedepot.com/services, HD ServiceConnect, Pro Apps, etc.).
- Managed, mentored, and built talented team of UX designers, researchers, and a prototyper (6 onsite and 2 off-shore), supporting all design and research activities across all desktop and mobile applications.
- Collaborated with cross-functional teams (engineering, product, marketing, etc.), playing key leadership role in crafting strategy and execution of end-to-end user experience, visual design, design patterns' libraries, guidelines, and UX standards.
- Designed and implemented key processes, streamlining UX design and research activities, adding efficiency in overall development process without compromising quality.
- Handled external vendor contracts and budgets (design and research agencies, UserTesting.com, licenses, etc.) supporting design activities and ad-hoc projects.

TREKOMMEND.COM, San Mateo, CA

2014 – 2017

Co-founder / UX Designer

- Designed entire product, as 1 of 2 founding members, from scratch for both Web and mWeb / Responsive Web, owning all aspects of UX design, including defining and creating UI layouts, low / high-fidelity mocks, visual design specifications and assets, UI components, etc. that development team used to build product.
- Became accountable for UX design, market research, figuring out right technical platform and technologies, feature prioritization, project management, funding and coordinating development efforts with off-shore team, etc. (AKA Product Management).

VISA, INC. (CYBERSOURCE), Foster City, CA

2014 – 2016

UX Design Consultant

- Redesigned key modules of online payment processing and case management applications used by 400K+ merchants worldwide, resulting in minimal training and adding efficiency on all tasks.
- Designed point of sale (POS) phone and tablet application used by small and medium sized merchants, capturing orders and process payments on handheld devices.

AUCTION.COM, Belmont, CA

2013 – 2014

Principal UX Designer

- Acted as 1 of 1st UX designers of newly formed design team accountable for doing heuristic evaluation of whole site, creating solutions for usability issues across site and making end-to-end experience consistent.
- Worked with design team, identifying UI components and creating library and standards that could be used by development teams to develop visually consistent experience efficiently.
- Developed detailed mockups, communicating product vision and other product deliverables and transitioning of product through Agile development cycle.

STUBHUB (eBay Inc.), San Francisco, CA

2011 – 2013

Lead Interaction Designer

- Led UX team for ticket seller experience, working collaboratively with other UX team members, product managers, engineering team, and business partners, delivering designs that were user friendly, visually appealing, and competitive.
- Oversaw design of user experience features from concept to launch, and mentored and educated peers, stakeholders, and teammates on user-centered design principles and methodologies, providing consistent experience across products.
- Worked with external consultants, designing and implementing Agile environment, incorporating UX activities effectively.
- Supervised and managed UX consultants, making sure all other UX projects are delivered on time without compromising quality.

ORACLE CORPORATION, Redwood Shore, CA

2005 – 2011

Senior Interaction Designer (Fusion CRM)

- Collaborated with and influenced large number of team members from engineering, product management, and strategy, while leading design efforts.
- Facilitated design process using user-centric approach, including creating personas, building scenarios, and task analysis, working closely with developers, product managers, and consultants, defining user models and interaction flows utilizing task flows, storyboards, and wire-frame mockups.
- Produced high-quality and reliable flow diagrams, wireframes, high-fidelity prototypes for user feedback sessions, communicating business solutions to executives and other stakeholders.

WRIGHT STATE UNIVERSITY, Fairborn, OH

2001 – 2003

Research Assistant

- Conducted research in Biologically Inspired Adaptive Interface Design and Usability, using for graduate thesis and as supporting material for various publications by professor / graduate advisor.

EDUCATION

Master of Business Administration (MBA), Management and Information Technology, San Francisco State University, San Francisco, CA

Master of Science (MS), Human Factors Engineering (HCI), Wright State University, Fairborn, OH

Bachelor of Engineering (BE), Electrical and Electronics Engineering, Government Engineering College, Aurangabad, India