



## SKILL SET

### UX Research

Survey  
User Interview  
Stakeholder Interview  
Focus Group  
Competitive Evaluation  
Whitepaper Analysis  
Gap Analysis  
Community Monitoring  
Web Analytics  
Ethnography  
Experimental Design

### UX Design

Card Sort  
Personas  
Story-board  
Wireframes  
Prototyping  
User Flows

### Usability Testing

Heuristic Evaluation  
Think-Aloud Protocol  
A/B Testing  
Eye Tracking

### Tools

Axure  
Visio  
Balsamiq  
Photoshop  
Illustrator  
Morae Techsmith  
Ovo Studios

### Programming languages

XML  
HTML  
CSS

## EDUCATION

U of Washington, Seattle, WA 2016  
MS User Experience & Design : GPA 3.9

U of Delhi, India 2009  
MA Psychology : GPA 3.9  
BA Psychology : GPA 3.8

## WORK EXPERIENCE

### Nuance Communications, UX generalist, May 2016 - Present

- Collaborating with the design team to gather requirements, run research with end users, create architectural flows, and conduct usability study for a comprehensive caller experience.

### NewSky Security, UX research intern, Jan 2016 - May 2016

- Led two weeks UX sprints with designers, engineers, and product managers to launch our mobile & web app.
- Start to finish ownership and execution of all research projects and usability studies.

### Blizzard Entertainment, UX research intern, Jun 2015 - Dec 2015

- Conducted usability tests, interviews, competitive & white paper analysis, web analytics, survey design to understand social constructs in online communities & player interaction.
- Designed user flows and wireframes for a new voice chat feature; currently in beta.

### SeeYourImpact, UX researcher, Feb 2013 - May 2014

- Performed interviews & usability tests; increased engagement on the website by 20%.
- Conducted surveys and interviews to understand donor and non-profit needs; designed a dedicated site that helped host over 40 fundraising events.

### Newgen Software, Associate researcher, Nov 2009 - Sep 2012

- Implemented strategic cross-company research initiatives through benchmarking, focus groups, data analytics, surveys, user interviews; improved employee retention rate by 12%.

## INDUSTRY-SPONSORED PROJECTS

### TUNE, UX Consultant, Jan 2016 - Jun 2016

Conducted interviews, competitive analysis, & heuristic evaluation; analyzed and synthesized web analytics data; identified insights to enhance onboarding experience for new users.

### Grameen Foundation, Ghana, Africa, UX research, September 2015

Led ethnographic research to understand the use of smartphones in urban and rural Ghana.

### Microsoft, Usability study, Jan - Mar 2015

Managed and owned all aspects of usability study for Microsoft e-learning website; all changes recommended are currently live.

### Zillow Hackathon (Winner), Product design, Aug 2015

Conceived and executed research to prioritize features, improve design, and guide the roadmap of a housing solution for people with ambulatory disability.

### Microsoft Imagine Cup (Honorable Mention), Gaming app, Feb 2015

Gathered insights and designed a fun and interactive game that teaches proper trash recycling.

## HONORS & AWARDS

- Awarded by “Golden International Honor Society” for excellence in graduate education.
- Won Zillow Hackathon for designing a housing solution for people with ambulatory disability.
- Honorable mention in Imagine Cup User Experience Challenge for designing a gaming app.
- Received “Outstanding Contributor” award for leading Newgen’s strategic initiatives.