

SUMMARY

- User experience designer with a passion for new product conceptualization and innovation
- Over 3 years of experience in UI Design and over 2 years of experience in UI development
- Ability to rapidly prototype and iterate in high-fidelity
- Strong advocate of HCI methods, objective design standards, and open design processes

WORK EXPERIENCE

Interaction Designer - User Experience Division

eBay Inc. (San Jose, CA; May'07 – current)

- Worked on the conceptual and detailed designs of Next-Generation My eBay, #1 destination for eBay's users. Worked closely with the product managers, development managers, user-research and the larger UX team to go through design iterations from napkins stage of the landing page to detailed specs of individual modules.
- Collaborated with the business units in strategizing and prioritizing initiatives in the "Resolutions" area. Led design efforts for the redesign of eBay's Resolution Center, the hub for all post-transaction buyer and seller problems.
- Worked on the User Engagement team focusing on projects that foster personal expression and community interactions around shared passions. The projects include Neighborhoods, Blogs and To Go.
- Spearheaded rapid prototyping in various projects to quickly bring conceptual ideas to life for early feedback.
- Created site-wide patterns like Filmstrip, sign-in, member-badge, system-errors and filtering/sorting.

Design Intern – User-Centered Design Group

Turbo Tax, Intuit Inc. (San Diego, CA; May'06 – Aug'06)

- Worked on the navigation design concepts, wireframes and prototypes as part of core TurboTax UCD team.
- Designed and executed a remote user-study to understand the user-comprehension of tax content.
- Studied and conceptualized ways to improve TurboTax user-experience using Web 2.0 patterns.
- Prepared a 22 min. video-documentary, "Experiencing User Experience" to evangelize the UCD process.

Asst. Systems Engineer – User Interface Division

Tata R&D Design Center, Tata Consultancy Services Ltd. (Pune, India; May'04 – Jun'05)

- Worked on the usability and design issues on the client-side of MasterCraft – an integrated, object-oriented tool suite that speeds up the development of medium to large-scale web applications.
- Interacted with clients on a regular basis to get requirements for customizations of the user-interface.
- Prepared use-cases, designed UI wireframes, and conducted remote user-tests.

Software Engineer–Home Networking Group

Tata Elxsi (India) Ltd. (Bangalore, India ; Jan'03 – May'04)

- Worked on the feature-enhancements of a product that allows remote access of a digital camera.
- Developed core UI modules for remote browsing and searching of the digital photographs.

EDUCATION

GRADUATE

M.S. in Human Computer Interaction design

Indiana University(IU), Bloomington, IN (Aug'05 – Sept'07)

GPA: 3.91/4

Courses taken:

- *HCI Design – 1 & 2, Usability Methods for Interaction Design, Prototyping for HCI, User-Centered Design for the Web, Rich Internet Application Design, Pervasive Computing, Computerized Publication Design.*

UNDERGRADUATE

B.E. in Electrical and Electronics Engineering

M.Sc. in Economics (*as part of dual-degree*)

Birla Institute of Technology and Science(BITS), Pilani, India (Aug'98 – Jun'03)

GPA: 7.31/10

SKILLS

Product conceptualization

Contextual Inquiry, Participatory Design, Focus groups, Heuristic Analyses

Product requirements

Persona and scenario development, User and Domain Analyses

Design documentation

Fireworks + InDesign, Omnigraffle/Visio, Photoshop

Static Low-fi Mocks

Sketching, Illustrator, Fireworks

Dynamic High-fi Mocks

Fireworks, Dreamweaver, Flash

Prototyping for the web/RIA

Client-side technologies: XHTML, DOM, CSS, JS, AJAX

JS Frameworks: JQuery, script.aculo.us, prototype

Server-side technologies: PHP/MySQL