

1. PROFESSIONAL EXPERIENCE

Business Systems Analyst (Design Strategist) – Customer Experience Jun 2023 – Present

FedEx Services (Collierville, TN)

- Leading UI/UX design and development of FedEx Support Hub project in Salesforce for global expansion and coordinating with contractors for successful implementation. Supporting development for QA & UAT Testing.
- Training team members, organizing stakeholders for projects and assisting project managers for PI planning
- Designing platform for Apps and Power BI reports for workforce operations (internal and B2B stakeholders) and assist with development in .NET with Bootstrap framework.
- Performing qualitative and quantitative analysis and transform datasets into compelling visuals. Build interactive UX-driven dashboards with Power BI and Figma.
- Created design system for Power BI development and set up design process and guidelines for data visualization and trained analyst for implementing UX design practices in Power BI
- Assisted in ideation, user research, design, and development of crucial Business Intelligence (BI) projects to develop reports that will be used for providing strategic insights to leadership for decision making
- Creating presentation for leadership and managing product development strategy

UI/UX Designer

Dec 2020 - Nov 2021

Nonzero Design LLP (Mumbai, India)

- Led design projects in Agile methodology with cross-functional groups like developers, project managers, and business analysts to deliver complete solution that are oriented towards business goals
- Developed and maintained detailed user-interface patterns, design systems, and specifications—while working closely with developers to see the design through to deployment and supported clients for usability testing
- Supported clients in establishing design process, aligning business objectives and developing strategies for driving growth and profit
- Created wireframes, user stories, user journeys, mockups, and prototypes optimized for various devices and interfaces and researched UX trends, competitors, markets, and technology trends. Organized research for projects and created presentations. Worked directly with clients to develop digital strategies

Junior Product Designer – Industrial Design

Sep 2019 - Nov 2019

Aufeer Design (Mlada Boleslav, Czech Republic)

- Created project deliverables: such as low and hi fidelity UI prototypes project plans, design using a Design System, discussion guides for research, insights reports and presentations among other materials relevant to the client challenge
- Designed UI elements, graphics, and logos for interior and exterior automotive components. Created automotive interior and exterior 2D sketches, CAD models, and product renderings

Product Designer

Sep 2016 - Apr 2017

Wildcraft India Pvt.Ltd (Bangalore, India)

- Performed market research and detailed user studies and assisted in project management-set of project goals, milestones, and deliverables, and resolved challenges
- Led footwear design and development and setup design process and strategies for creating in-house designs.

-Developed technical docket and material docket required by the product development center. Coordinated with factories for the product development process

Product Design Intern – Industrial Design

Sep 2015 - Dec 2015

Future Factory LLP (Mumbai, India)

Assisted in user research and market study. Created 2D design sketches for Industrial products and 3D models for manufacturing and collaborated with engineers to produce sheet metal products based on designs

1.1 ADDITIONAL PROFESSIONAL EXPERIENCE

Graduate Assistant

Feb 2022 – May 2023 | Sept 2023 – Dec 2023

University of Massachusetts Lowell, Lowell, MA

Created illustrations for research projects, assisted in data collection, and performed structured and qualitative analyses for research papers. Researched materials for coursework and assisted with grading and course planning

Resident Advisor

Jan 2023 – Present

University of Massachusetts Lowell – Residence Life Department

Mentored students and acted as an advisor for on-campus residents. Engaged in supporting students through community builder activities and academic guidance, and additionally performed office duties for the efficient functioning of the ResLife department within the University

2. SKILLS

Design & Marketing: Industrial design, UI/UX design, Graphic design & branding, 3D modeling & visualization, ethnography, user research, wireframing, building Information Architectures, developing design systems, digital marketing, and prototyping (physical and digital)

Analytical: Database Management, Data Analytics, Data visualization, Business Intelligence & Data Mining, Marketing Analytics, Search Engine Optimization (SEO), IBM SPSS Modelling, and Google Analytics, Machine Learning

Software: Figma, Sketch-Up, InVision, Marvelous Designer, 3DS Max, Rhino, Solidworks, Blender, Keyshot, MySQL, Python, Salesforce, R, Unity, Adobe Suite, HTML, CSS, JavaScript, Tableau, Power BI, Miro

3. EDUCATION

Master of Science

Dec 2023

Major: Management Information Science(MIS) with specialization in Marketing Analytics

University of Massachusetts (Lowell, USA)

Master in Design

Dec 2019

WES Certified

Strate Ecole De Design (Paris, France)

Undergraduate study in Product and Industrial Design Management

2012 – 2015

180 ECTS credits transferred to Master in Design at Strate Ecole De Design

WES Certified

ISD Rubika Indian campus (Pune, India)