



## Area of Interest

User Experience Design, Accessibility, Mobile UI and Interaction, Cross-Cultural Adaptation, Usability Evaluation, Interaction Design, Design Strategist, Touch Devices, 10 feet UI

## Education

**University of Michigan, School of Information**, Ann Arbor, Michigan  
Master of Science in Information with specialization in HCI and Social Computing (Completed in Dec, 2010) [3.84/4.0]

**Indian Institute of Technology Guwahati, Dept. of Design**, Assam, India  
Bachelor of Design with specialization in Usability and HCI (Completed in May, 2008) [8.69/10]

## Work Experience

- Amazon Inc. (Amazon Coins)**, Seattle (WA), USA  
*Design Lead* Jan 2017 – present
- NVIDIA Inc.**, Santa Clara (CA), USA  
*Lead Designer* Dec 2012 – Jan 2017
- MicroStrategy Inc.**, Vienna (VA), USA  
*UX Designer / Program Manager* Feb 2011 – Dec 2012
- All About Awareness, LLC**, Flint (MI), USA  
*Web Accessibility Auditor (Freelance)* Dec 2010 – Feb 2011
- Tippling Point Partners, LLC**, New York (NY), USA  
*Usability Auditor and UX Engineer* Sep 2010 – Dec 2010
- DOCOMO Communication Labs**, Palo Alto (CA), USA  
*User Research Engineer (Intern)* May 2010 – Aug 2010
- Usability People International GmbH**, Cologne, Germany  
*User Experience Lead* Apr 2010 – Dec 2012
- The Franchise Lighthouse**, Ann Arbor (MI), USA  
*User Experience Consultant* Jan 2010 – Apr 2010
- Ann Arbor Center for Independent Living**, Ann Arbor (MI), USA  
*Usability and Web Accessibility Resource* Jan 2010 – Apr 2010
- Fair Isaac India (FICO)**, Bangalore, India  
*User Experience Engineer* Jun 2008 – Jul 2009
- User Experience Management GmbH**, Düsseldorf, Germany  
*Usability Consultant (Intern)* May 2007 – Jul 2007
- Graphics Communication Concepts**, Mumbai, India  
*Communication Designer (Intern)* May 2006 – Jul 2006

## Skills and Knowledge

**Software** Adobe Illustrator, Photoshop, Dreamweaver, Indesign, Macromedia Flash, Corel Draw, Fireworks, 3Ds Max, Solid Works, MS Office, MATLAB, Visio, Content Management System (Drupal and Wordpress), Omni Graffle, Keynote

**Operating Systems** Windows, Macintosh, Linux

**Languages** C, C++, HTML, CSS, Python on Google App Engine, PHP, MySQL

## Design Skills

**Analytical** Requirement Gathering, Information Architecture, Interaction Design, Use Cases, UML, System Analysis, Understanding User, Requirements and generating Conceptual Models.

**User Interface** Persona, Scenario making, Use Case Development, Task flow, Paper Prototyping, Brainstorming, Focus Group, Story boarding, Sketching

**Evaluation Methods** Think-Aloud Protocols, Contextual Inquiry, Cognitive Walkthrough, GOMS Modeling, Heuristic Evaluation, Survey Design, Affinity Diagram, Eye Movement Recorder, Task Analysis, Reaction Time measurement