

## PRODUCT DESIGNER

### EXPERIENCE

#### SAFEWAY

Product Designer II | 05/2022-Present

Currently leading the design of 'Product Cards and Product Description Pages' team at Safeway, involving collaboration across various Albertsons brands such as Pavilions, Albertsons Market, Safeway, Shaws, Vons, ACME and Star Market, and driving impactful projects to enhance the user experience

##### Key Project Highlights:

##### Meal Planning Platform:

- Developed interfaces for meal planning across **app**, **web**, and **tablet** platforms, enabling users to explore 8000+ recipes, personalize meal plans, and seamlessly shop for ingredients via Safeway contributing to a substantial **\$10.1 million gross revenue**
- Achieved a notable **34% increase** in **user engagement** and a **19.5% enhancement** in **customer retention** by designing an intuitive and user-friendly meal planning experience

##### Metaverse:

- Spearheaded the creation of user-centric interfaces for Safeway's pioneering Metaverse on the web platform in collaboration with the Safeway Innovation team
- Designed and implemented innovative web interfaces on **Decentraland**, resulting in the effective promotion of trending bundles that garnered an outstanding **10,000 views** within just **5 days**
- Achieved a remarkable **7.8% conversion rate**, successfully translating views into actual customer engagement and purchases on the Metaverse platform

#### THE INTERPUBLIC GROUP OF COMPANIES

UX Designer | 06/2021-05/2022

Collaborated with a diverse range of prominent healthcare clients, contributing to exceptional user experiences for their digital platforms. Developed website and app interfaces for leading pharmaceutical companies

##### Notable Projects:

##### Gilead (Hepatitis B):

- Designed a patient-centric mobile app fostering positivity and empowerment which showcased an **87% user satisfaction rate**, with users specifically praising its positive messaging and intuitive features
- Implemented doctor appointment management and dosage reminders within the app, leading to a **28% improvement** in treatment adherence rates among trial app users

##### AstraZeneca (Cardiovascular Disease), Bayer (Ophthalmology), Eli Lilly (Diabetes), Novartis (Multiple Sclerosis):

- Designed intuitive and user-friendly website and app interfaces, effectively conveying **complex medical information** to **diverse patient** and **healthcare professional** audiences
- Collaborated closely with cross-functional teams to ensure seamless integration of design elements, contributing to an average **20% reduction** in user journey friction across projects

#### MONTEREY BAY AQUARIUM

UX Consultant | 08/2020-12/2020

Collaboratively led the redesign and comprehensive testing of the aquarium's website. Elevated user experience by enhancing **discoverability** and undertaking a **strategic** overhaul of the 'Otter Cam' feature. This initiative contributed to an impressive **26% surge** in page traffic

## TEFOLOGIC INC.

Product Design Intern | 06/2020-08/2020

Pioneered the creation of a robust **design system**, complete with a dynamic **component library**. Transformed the company's branding landscape by crafting compelling visual assets which led to a notable **15%** enhancement in **customer recognition** and **engagement**, as substantiated by post-launch surveys

## NEW YORK CARES

UX Design Intern | 08/2019-12/2019

Crafted interactive prototypes for **responsive desktop** and **mobile** platforms to enhance user experiences for the non-profit organization. Achieved a notable **33.5%** reduction in bounce rates and a substantial **21%** surge in website traffic

## IMS EMPRESARIA

UX Designer | 08/2018-08/2019

Engaged in a rapid end-to-end design journey, from conceptualization to website launch while collaborating with a team of developers. Redesigned navigation and search bar interface for faster loading times, improving overall **customer satisfaction ratings** by **30%**

## EDUCATION

### PRATT INSTITUTE, USA

M.S. in Information Experience Design

### LAURENTIAN UNIVERSITY, CANADA

B.Tech in Computer Engineering  
(Semester Exchange Program)

### GUJARAT TECHNOLOGICAL UNIVERSITY, INDIA

B.Tech. in Computer Engineering

## TECHNICAL SKILLS

Product Design, Information Architecture, Interaction Design, Prototyping, Wireframing, Visual Design, User Research, User Testing, Front-End Development (HTML, CSS, JavaScript)

## SOFT SKILLS

Problem-Solving, Communication, Empathy, Collaboration, Adaptability, Critical Thinking, Attention to Detail, Time Management, Open-Mindedness, Influence and Persuasion

## TOOLS

Figma, Adobe XD, Sketch, Framer, Illustrator, Photoshop, InDesign, After Effects, Mockplus, UXPin

## HONORS

UXPA, Vice President, 2020

PRATT INSTITUTE, Merit Scholarship, 2019