

Designing end-to-end digital products, driving innovation and delivering user-centric solutions across diverse industries since 2013.

EXPERIENCE

Life360 (Family Safety, Location Tracker App)

Senior Product Designer 2 | 2019 - 2024

- Designed the Data Breach Alerts feature, safeguarding over 5 million users and generating 4.62K trial sign-ups.
- Led design for Free Crash Detection, SOS, the new Safety tab experience, Inbox 2.0, and most recently product strategy for Driving vision.

Amazon Alexa (Alexa Voice Services, Fire TV)

Senior UX/UI Designer (Level 6) | 2018 - 2019

- Designed the LG TV built in Alexa experience of 7 domains (Music, Knowledge, Personality, Weather, Smart Home, Shopping, and To do list).

Blurb (Photo Book Publishing, Creation Tools)

Senior Product Designer | 2016 - 2019

- Led UX/UI design for Blurb's first mobile photo book publishing app, which was featured by USA Today.
- Drove the UX/UI strategy for BookWright, Blurb's powerful Creation Tool, resulting in significant user engagement and book sales.

Fanpics (Sports Software and Hardware Startup)

Senior Product Designer | 2015 - 2016

- Led the core design experience for Android and iOS.
- Redesigned the Fanpics website to improve responsiveness and usability.

Barnes & Noble NOOK (Ebooks, Audiobooks App)

Senior UX/UI Designer | 2014 - 2015

- UX/UI lead on NOOK GlowLight Plus.
- UX/UI lead for the new B&N Readouts feature on iOS and Android NOOK app.

Malwarebytes (Anti-Malware Software)

Product Designer | 2013 - 2014

- UX/UI lead for Malwarebytes desktop and Android apps.
- Full redesign of company website and blog to enhance brand visibility and drive engagement with target audiences.
- Designed branding/videos for both consumer and enterprise products, leading to increased brand recognition and market penetration.

EDUCATION

Maryland Institute College of Art

Bachelor of Fine Arts, Painting & Design
2002 - 2006 | Baltimore, MD

Whistling Woods International

Associates Degree in Film Direction
2009 - 2011 | Mumbai, India

AWARDS

Winner 2017 IDA Design Awards

Mobile App Design Category

Winner 2016 HOW International Design Awards

Merit Award for Mobile App Design Category

Winner 2015 American Graphic Design Awards

Mobile App Design Category

Winner 2014 American Web Design Award & Inhouse Design Award

Digital Design Category

SKILLS & TOOLS

UX/UI, Rapid prototyping, User Research, User Testing, Visual Design, Information Architecture, Interaction Design, Branding, Wireframing, User Flows, User Journey Maps, Personas, Iconography, Design Systems, Storytelling

Figma, Protopie, Adobe CC Suite, Sketch, InVision, Principle, Proto.io, Zeplin, Axure

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