

Academics

University of California, Berkeley

2023- 2025

Masters in Information Management Systems (MIMS)

Relevant Coursework: Product Design Studio, Qualitative Research Methods, Data Structures & Analytics.

St. Xavier's College, Mumbai

2020 - 2023

BA in Journalism | CGPA - 9.6/ 10.00

Relevant Coursework: Psychology, Computer Graphics, Newspaper and Magazine Making, Descriptive Statistics.

Work Experience & Impact

Technical Writer, Salesforce

Internship (April'22 - June'22)

- Researched and authored an entire Trailhead module on Order Management which effectively communicated key concepts of the software to guide first time users.
- Updated existing articles and created new documentation for the Public Sector Solutions Guide.
- Designed and developed a comprehensive Learning Map for Manufacturing Cloud for key users- admins and managers.
- Served as the first voice of Salesforce India for a guided setup video which helped establish the base guidelines.

UX Designer, Tactopus

Internship (Jan' 22 - April'22)

- Conducted extensive user research - user interviews, conversation mining, etc to inform the design lead.
- Crafted user journeys for a range of users - parents, therapists, support team and admin, incorporating insights from user research and best practices in information architecture design.
- Created wireframes, developed user flows, and designed high-fidelity prototypes to communicate design concepts and facilitate collaboration with cross-functional teams.

UX Designer, Business Innovation Labs

Internship (Oct' 21 - Jan'22)

- Leveraged expertise in WordPress themes, plugins, and customization to create visually appealing and user friendly websites for the company's technological projects.
- Transformed raw data into actionable insights by designing and developing informative reports and dashboards using Power BI to understand the population in Canada based on age, gender, mobile usage, etc.

Script Writer, Ka Kha Ga

Internship (March' 21 - June'21)

- Wrote full length episode scripts for Disney, Hungama and Cartoon Network with certain episodes garnering over 2 million views individually.
- Produced 10 loglines for children' shows every day and incorporated edits by senior writers.

Honor Awards

Times Scholar, awarded by Times of India

Scholarship, March 2020

Came in the top 100 of 350,000 candidates through a series of exams and a final interview with an editor from Times of India and was awarded a Dell laptop and University scholarship.

KJ Somaiya of Arts & Commerce

Merit Award, March 2020

Came first in the German Board Exam among students in KJSAC, conducted by the HSC.

Skills

Design:

- Visual, Interactive, Prototyping
- Information Architecture
- User Journey /Flow Design
- Wireframing - low & high fidelity

Research:

- UCD Research Methodology
- Interviewing & Survey Development
- Usability Studies, Ethnography
- Research & Data Synthesis

Softwares

- Figma, Python, Jupyter Notebook, MAXQDA, Adobe Photoshop, Adobe InDesign, Framer