



About

A curious soul, trying to unfold answers to complex systems through design practices. My aim is to create delightful user experiences that are inclusive, ethical and equitable.

Education

Srishti Institute of Art, Design & Technology, 2019 - 2021

M.Des in Design-led Innovation

G. H. Patel College of Engineering & Technology, 2013 - 2017

B.E. in Computer Science

Skills

Tools

HTML/CSS

Javascript

Figma

Adobe XD

Adobe Indesign

Adobe Illustrator

Adobe Photoshop

Adobe Premiere Pro

Conceptual

HCI Foundations

Research Methods

System Mapping

Affinity Mapping

Service Design

Wireframing & Prototyping

Interpersonal

Resource Management

Team Management

Writing

Communication

Presentation

Language

English, Gujarati, Hindi

Work Experience

• Tekion Corp

Associate Product Designer, Nov 2021 - Present

I am working on building meaningful experiences in Automotive Retail.

• Accel Partners

Design Intern, Aug 2020

I conducted user interviews and design a communication platform for the CEOs and Founders of the portfolio companies.

• Gemius Design Studio

Client Servicing Manager, Mar 2019 - May 2019

I strategised and managed creative content for portfolio companies like Badshah Masala, Raisin, Genius Stationery, etc. I was also responsible for delivering design creatives and work on time to the clients.

• Pocket Pixels

Social Media Intern, Aug 2018 - Oct 2018

I planned and design the social media content for Pocket Pixels and its product company CreativeHub.

• Ikoverk

Content Writer, Mar 2018 - Jul 2018

I managed and strategised creative content and wrote fortnightly newsletters and blogs.

Design Projects

• Master's Thesis Project, Feb 2021 - Jul 2021

Designing to Inform: Demystifying Facial Recognition Technologies. Design Research, Narrative Building, Prototyping

• Philips Service Design Challenge, Dec 2020 - May 2021

In collaboration with IBM and the Ellen MacArthur Foundation. Designing for circularity. We used Service Design and Design Research methodologies.

• Global Studio Collaborative, Jan 2021 - May 2021

A Global Interdisciplinary Art and Design Studio with the students of Michigan, NID, Srishti and VCUQ. The project was focus on Intercultural Exchange, Visual Thinking Design, Design Research and Design Fiction.

• Design Jam by D91 Labs, Oct 2020

In collaboration with Facebook - TTC Labs, DICE and Parallel. We design a trustworthy data-sharing platform integrating the concept of Account Aggregators.