

● ABOUT

I'm a User Experience Designer with a background in Furniture and Interior Design. In the last 8 years, I've had the pleasure of working on a multitude of projects spanning products, environments and experiences. I'm keen to work with interdisciplinary teams that develop innovative solutions at the intersection of human centered design and technology.

● EXPERIENCE

● Find me a Coach | Client Project | Nov 2021

Client: Trainer - An Online Soccer Coaching Marketplace.
Conducted user research and developed a digital solution that quickly matches soccer organisations (looking to hire coaches) with qualified candidates, thus improving coach recruitments in Australia.

● Design and Business Development | Jul 2020 - Oct 2021

Shirts International (Garment Manufacturer and Exporter).

- Website redesign and branding for a renewed online presence.
- Designed marketing collateral for reusable, customised face masks and secured export orders for approximately 70,000 units over the span of a year.
- Participated in 3 sourcing fairs/expos in India and Australia and secured 3 new long term clients in Australia and New Zealand.

● Integrated Product Designer | Jan - Mar 2020

Craig Walker Design & Innovation | Melbourne, Australia.

- Project 1: Worked on a Service Design project for ANZ, a major Australian bank.
- Project 2: Workshop facilitation and Exhibition design for the Pub of the Future event as part of Melbourne Design Week 2020.

● Research Assistant | July 2018 - Feb 2019

The Exchange at Knowledge Market.
RMIT University | Docklands, Australia.

- Worked as an R.A on a collaborative research project between RMIT University and Lendlease, that explored social and environmental sustainability.
- Designed and organised exhibitions, workshops, and community events as part of the research process.
- Designed and fabricated furniture for exhibitions & workshops.
- Liaised with industry partners to promote events through various on-line channels, and curate the project on social media.

● EDUCATION

● User Experience Design Immersive Bootcamp

General Assembly | Melbourne, Australia

● Master of Design Innovation and Technology

Royal Melbourne Institute of Technology | Melbourne, Australia

● Bachelor of Design - Furniture and Interior Design

National Institute of Design | Ahmedabad, India

CONTACT

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UX SKILLS

Market Research
Contextual Inquiries
User Interviews
Affinity Mapping
Empathy Mapping
Scenario Building
Customer Journey Mapping
Problem Statements
Design Ideation
Sketching
Feature Prioritization
Low, Mid & High-fidelity Digital Prototyping.
Physical/Spatial Prototyping
Task Analysis

SOFTWARE / APPLICATIONS

Figma
Miro
Adobe CC | InDesign, Illustrator, Photoshop, and Lightroom.
3D modelling: Rhinoceros.
Parametric Modelling: Grasshopper.
3D Rendering: KeyShot, Lumion.
Social Media scheduling: Later.
Always open to learning new tools.

WEBSITE BUILDING TOOLS

WIX, Opencart, Cargo.

OTHER NOTABLE PROJECTS

UX Case study: Chemist Warehouse

A frictionless online purchase and delivery experience for an Australian pharmacy website.

Museum of Sound

Spatial Experience Design for Museum Visitors with Macular Degeneration.