

## Experience

### SoFi — UX Designer, Design Systems / Oct 2023 – Present

- Led the creation and rollout of a Design & Development Process to align design and engineering teams on building consistent, scalable UI. Created reusable templates and checklists now adopted across component delivery workflows.
- Partnered with 10+ product teams in sprint cycles to stress-test and enhance reusable components, ensuring they scale across products and edge cases while maintaining design fidelity.
- Co-launched a new design system documentation platform, reducing implementation ambiguity and contributing to a 20% reduction in component build time.
- Led accessibility efforts across 13+ core components — documented behavior, collaborated with engineers, and supported usability testing with users to ensure compliance with WCAG 2.1 standards.
- Conducted design QA for 10+ pattern implementations, reviewing visual and interactive accuracy across platforms and flagging deviations from specs prior to release.

### SoFi — UX Designer, Intern (Borrow Team) / July 2023 – Oct 2023

- Designed for the Borrow product area, collaborating with PMs and engineers to create a self-service console that enabled users to independently apply for financial assistance programs.
- Redesigned platform dark mode UI, reducing task time by 25% through research with 200+ users and close alignment with engineers to ensure performance and usability.
- Created and scaled a hub-and-spoke navigation pattern across 4 products to streamline multi-step Borrow flows and reduce user friction.

### Dell Technologies — UX Designer, Apprentice / Jan 2023 – April 2023

- Spearheaded design and development of Global Search & Results component for Dell's Infrastructure Design System, delivering cohesive UX across 50+ SaaS tools.
- Utilized user research insights to drive design decisions and develop intuitive user flows, innovative features, and optimized use cases, significantly improving search experience for Dell's SaaS and B2B portfolio.

### Google — UX Designer, Intern / May 2022 – Aug 2022

#### Cloud Speech Studio

- Led UX for AI/ML voice training console, delivered end-to-end solution catering to enterprise users within 8 weeks, leveraging agile methodologies and cross-functional collaboration.
- Headed weekly design reviews with 14 stakeholders, utilizing data-driven insights and user research to predict and recognize use cases, including happy path, edge, and corner cases.
- Secured and onboarded UXR resources by pitching research needs to leads, partnering to recruit 25 users, developing research plans, and presenting usability testing insights to stakeholders.
- Synthesized research findings to expand the product scope and proposed three post-MVP features, defining the product life cycle and pitching them to directors via hi-fidelity mockups.

#### Conversational AI

- Led design of a new content management feature using a design sprint process; delivered proposal and high-fidelity mockups to stakeholders within 2 weeks.
- Recruited users and moderated 7 research sessions to synthesize insights and define user goals and product scope, partnering closely with PMs and design managers.
- Applied accessibility standards and inclusive design practices, producing 11 journey maps and accessibility audits across 2 cloud products.

## Education

### University of Texas at Austin / Aug 2021 - May 2023

M.S. Information Studies (HCI Concentration), GPA: 4.0

### GGSIIP University, India / Aug 2015 - Sept 2020

B.A. Architecture — Thesis of the Year, Dean's List

## Toolkit

### Design

Interaction Design  
UI Design  
Information Architecture  
Responsive Web and  
Mobile Design  
Design Systems

### Execution

Figma  
Framer  
QA Review  
Adobe Creative Suite  
Developer Handoff

### Research

User Research  
Usability Testing  
Heuristic Evaluation  
A/B Testing  
UX Audits  
Journey Mapping

### Process

Design Thinking  
Product Thinking  
Stakeholder Management  
Workflow Optimization  
Agile and Sprint-Based  
Design