

20+ years of experience across Big 4, start-up, teaching, mentoring and individual consulting. My blend of designthinking, team leadership and multi-industry experience serves to deliver outcome driven solutions.

Experience

Head of UX, GEP Worldwide, 03/2020

- Partner with Product Management, Sales and Engineering teams to craft UX strategy for a low-code platform that delivers best-in-class experience for cloud products. The design direction includes defining global consistency of the products, design system of reusable components to increase adaption, and in app-guidance to reduce training for end-users.
- Lead a team of 28 UX designers, researchers, and accessibility experts.
- Partner with talent team to build and grow the team of UX researchers and designers.
- Leverage Research and Design Thinking methodologies to build product roadmap that continuously delivers engaging and innovative experiences.
- Play the strategic role of aligning the product's roadmap with consumer/market needs to create a balanced and elegant product solutions amidst constraints in the product's technical framework.
- As a part of DEI effort, I crafted a strategy that includes training for Engineers, Product Managers and Designers to make the products compliant to Web Content Accessibility Guidelines (WCAG) standards.
- Facilitate learning sessions for senior leaders to educate them about Design Thinking and Lean UX methodologies.
- Define UX metrics to measure the success of the products.
- Design compelling and creative experiences that strike a balance between the consumers' intent and the business's needs.
- Lead Knowledge Management function that is responsible to sanitize the data and design a platform to share that data with internal consulting teams to increase their efficiency.

Lead Instructor, User Experience Design, BrainStation, 02/2020-08/2021

- User experience design is a growing field dedicated to crafting compelling digital experiences for a multi-device ecosystem. Lead instructor of a course that introduces professionals to the tools and methods of UX design by emphasizing both the practical elements and theoretical approaches used to guide the design of digital experiences.
- Teach students learn fundamental design principles, best practices, as well as visual trends and patterns relevant to crafting website and mobile applications, including Android and iOS

Director, Experience Design, KPMG, 08/2014-03/2020

- Strategic partner to enable innovation and digital transformation within KPMG by embedding human-centric creative disruption.
- Led a team of researchers and designers to design an application for a delightful customer experience across all moments – from pre-arrival to departure – for KPMG's \$500M learning and development facility at Florida.
- Spearheaded an initiative to build a living design system – Codex, that can be consumed by business analysts, development teams and UX designers to standardize design and interactions across products.
- Implemented a mobile solution that converges fragmented experiences from multiple applications under a single engagement layer, leveraging emerging technologies for 30,000 KPMG employees.
- Facilitated design thinking workshops to validate an unmet need of an omnichannel digital solution that delivers KPMG's thought leadership based on user profile and preferences. Prototyped strategic solutions to get C-suite buy-in and secure project funding.
- Designed an omnichannel solution to digitize marketing methodology that converted opportunities worth 18M to engagements in first year of launch in 2016. It's now a flagship opportunity pursuit tool for Digital Marketing.

- Designed a business intelligence tool on QlikSense platform that enables leadership to make business critical decisions based on the connected and unconnected data sets.
- Led Information architect and visual design for KPMG's intranet that enables productivity and empowers employees by serving up knowledge on the device of their choice. Continuously improved the experience by monitoring the user metrics on CardioLog platform.
- Facilitated learning events to educate cross-disciplinary teams and stakeholders, the value of human-centered approach and impact of Design Thinking methodology.

Managing Partner/Creative Director, Burnett Group, 02/2006 – 07/2014

- Grew revenue for the firm and its clients by monitoring industry trends and propose business growth ideas.
- Responsible for product life cycle from design to inception, review RFPs before client submission to ensure alignment of design solutions to business outcome.
- Led a branding assignment for an online bank that was driven by A/B testing where alternative page designs were delivered randomly to users and click-thru data was analyzed to determine the most effective design.
- Designed a customer center for a bank, informed by naturalistic observation of customer's activities to deliver a simplified customer experience (CX).
- Design lead for the launch of a golf product across multiple customer touch points that included brand design, e-commerce website, packaging, exhibition booth and advertising.

Assistant Professor, Pratt Institute, Graduate Communications Design, 09/2009 – 09/2014

- Introduced a new UX Design course at Pratt Graduate Communication Design, where students were equipped with research, design and testing skills to design human-centered solutions.
- Thesis advisor to students, facilitating one-to-one sessions to help students mature their ideas to reality and get them ready to solve real world problems.

Founding Partner, Third Eye Advertising, India. 09/1999 – 12/2002

- Co-founder of a startup design studio that offered design consulting to B2C and B2B. Projects included branding, signage, exhibition design, marketing collaterals and advertising design.

Leadership and Awards

- Selected as one of 250 participants for KPMG Leadership Advantage program for high performers, 2019
- Multiple Encore awards for exceptional performance at KPMG, 2015, 2014.
- Hilson Family Scholarship for Excellence Award, Pratt Institute, NY, 2006.
- HOW International Design Award, "Evian" Magazine Advertisement, 2005.
- Special Judges' Recognition, Design Against Fur Poster, Fur Free Alliance, 2004.

Education and Certifications

- IDEOU Designing Strategy, 2019
- IDEOU Design Thinking, 2018
- Certified Scrum Product Owner, ScrumAlliance, 2017
- M.S., Communication Design, Pratt Institute, NY, 2006
- BFA, Graphic Design, MS University, Vadodara, India, 1998

Volunteer Experience

Mentor, Pratt Institute, Graduate Communications Design, May 2021

- Mentoring students to help get them ready to navigate the industry landscape. Share industry knowledge and work experience with graduating students to narrow the gap between the academic and professional worlds of design.

Sewa International

- Facilitated a 3-day workshop over a period of 3 weeks to teach Design Thinking to students from 7-10 grades. Social awareness projects of "Fund-raising for Water Crisis in Columbia", "Building Toilets for

School Girls in Africa” and “Environmental Awareness – Keep Streets Clean” were assigned to a group of students. The students were guided to use Design Thinking methodology to ideate on possible solutions and present it to the managing committee.

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