

## EDUCATION

2014 - 2018 Vellore

### B. Tech Computer Science

Vellore Institute of Technology

CGPA : 9.11 /10

2013 - 2014 Muscat

### CBSE Class 12

Indian School Muscat

94.8%

## SKILLS

### User Research

User Interview Studies

Usability Testing

Card Sorting

Heuristic Evaluation

Perception Testing

### Design Tools

Figma

Adode XD

Adobe Photoshop

Sketch

Dovetail

Procreate

### Code Languages

HTML

CSS

Javascript

jQuery

## PROFESSIONAL EXPERIENCE

2.5 YEARS

Feb 2020 - Present

Chennai

### Product Designer @Freshworks

Working for the Customer Experience (Support BU) Product Design team - Freshchat, Freshdesk and Freshcaller products.

- Conducted research, provided visual design solutions and prototypes at varying fidelity to enhance the search experience for Freshchat.
- Responsible for designing the marketplace integrations for Freshchat ( Zendesk, Shopify, etc.)
- Lead the mobile design team on their agent application and the SDK that caters to 3500+ DAU of Freshchat.
- Redesigned the entire admin persona experience by conducting qualitative surveys and card sorting exercises.
- Designed the user onboarding flow for a new product - Freshdesk Messaging

Leading key research initiatives across Freshworks Customer Experience BU

- Tracking the success of the user experience by defining experience metrics, carrying out usability testing, perception testing and tracking customer feedback for upcoming product launch Freshdesk Messaging.
- Templatised and standardised documentation for research activities.
- Built a pipeline for recruiting users and built a user and data repository.
- Shared reports and insights from activities to various stakeholders - Product, Marketing, Sales, CSM and Support.

Jul 2018 - Aug 2019

Bangalore

### UX Analyst @Schneider Electric

As part of the Employee Experience business unit, I designed and developed several internal web applications.

- Built Chatbot Jo (APC website) which is a client-facing chatbot that helps customers troubleshoot UPS functions.
- Built and designed components for Outsystem Platform.
- Redesigned service communication emailers that improved internal efficiency, improved accessibility, and supported multiple languages.

Jan 2018 - May 2018

Hyderabad

### Intern @Liquidhub (now Capgemini Invent)

Worked with the Experience and Brand team designing solutions for enhancing the customer experience for several companies and built social media strategies for companies to improve brand value.