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B.Tech
Nirma University

Design Engineer
VECV Trucks

M.Des
Industrial Design Center

Lead Designer
HCL Technologies

Sr. UX Designer
Philips Design

Sr. UX Designer
GE Healthcare

Helping businesses understand users and create delightful experiences

Summary

- UX designer with over 9 years of experience.
- Currently designing digital solutions for Biopharma and Healthcare industry at **GE Healthcare**.
- Previously designed kitchen appliances at **Philips Healthtech** and digital and physical product solutions at **HCL technologies**.
- Trained in industrial design and carries a strong understanding of form and function.
- Easy to talk to and collaborate with.

Skills

- Design thinking with stakeholders
- Interviews · Observational research
- Process and journey mapping
- Design systems (creation and application)
- Product ecosystem mapping · Personas
- Wireframing · Prototyping
- Information architecture
- Qualitative usability testing · A/B testing
- Animation concept direction
- Design documentation · Sketch noting
- Basic video editing ...

Patents

- Proficiency based adaptive interface for an Ultrasound system - filed, awaiting final review Utility patent
- Interactive real-time user guidance for an Ultrasound device - filed internally Utility and Design patent
- US Patent for Mixer grinder base - D864656 Design patent
- Media size identifier in scanner - 20131837US01 Utility patent

GE Healthcare - Senior UX Designer (3y 10m)

Web based scale conversion tool for biopharma scientists

2019 - 2021

- **Blue sky to launch:** conceptualized a unique **digital twin** product ecosystem through **design thinking workshops**, whiteboarding and concept sessions in collaboration with product marketing, application scientists, software architect, analytics and engineering team.
- Created a **novel tangible experience** breadth through manufacturing dashboard and multiple workflows
- **Pivoted** and designed for a singular product feature as a complete solution. Transformed a knowledge intensive and time consuming practice using excel tools to a systematic, easy to use and more productive thoughtwork for senior scientists
- Designed **end-to-end workflows** and collaborated with design systems team to implement new branding and **style guide** to create a unique first of its kind solution
- Conducted **usability testing** through high fidelity prototype and engineered products with internal and external users and enhanced the experience through data informed design.

Mobile based scan-coach application for novice ultrasound users

2019 - 2020

- Helped GE Healthcare's **portable ultrasound business** solve the business challenge of losing market share to new entrants like Butterfly IQ+, through visualising a **real time scan guidance system using AI and ML** to create a unique ground breaking learning experience.
- Created a **unique visual guidance experience** through understanding domain and practice from in-house sonographers and product stakeholders, creating low & high fidelity mock-ups for user testing and collaborating with engineering for PoC development
- Resolved **interactions for a split screen interface** while doing a live ultrasound for novice users
- This application guides novice users to scan selected anatomy faster with higher accuracy by providing AI based real time guidance through scan frame recognition
- With the innovation of a wireless US probe paired with this application, it is envisioned to replace the stethoscope as the primary tool for diagnosis

Desktop based windows software for protein imaging

2018 - 2019

- **Overhauled** an embedded software for a lab based protein imaging device from a legacy portfolio to a comprehensive contemporary digital experience
- Performed a detailed **design audit** of the current system and designed the re-design strategy to improve the experience.
- **Collaborated** with a multi-cultural product team to rethink and redesign features for productivity, connectivity and personalization.
- Storyboarded the **start-up animation** for the product to engage users
- The redesigned system crossed the sales projection mark for 2020 by September and is raising the bar amongst competitors

Additional activities

- Actively designing UX pattern guidelines for Cytiva Lifesciences through **design system mapping**
- **Course instructor** for UX design introduction for Edison batch 2017-19
- Awarded "emerGE" **Best Innovator** of the Year award for 2020 across GEHC SE-Asia
- Directed IGNITE 2014 - an annual **innovation event** at HCL Technologies
- **O-Infinity award** employee for 4 continuous years (2012-15) at HCL Technologies
- **Compiled** "Food for Thought", a weekly magazine on innovation in medical devices, at HCL Technologies
- Member of winning team of Robocon-2006 a PAN-ASIAN international robot competition

Other interests

- Cooking
- Sketch-noting
- Pro-bono design
- Coaching
- Connecting the dots
- Writing
- Science-fiction
- Motorcycle rides

Education

- M.Des, **Industrial Design** (2009-11), Industrial Design Center, IIT Bombay
CGPI: 9.03 (Dist.)
- B.Tech, **Mechanical Engineering** (2004-08), Institute of Technology, Nirma University
CPI: 8.94 (Dist. ~ 85.4%)

Employment history

Philips Design - Senior UX Designer (1y)

- 2016 - 2017 · Designed a range of **premium digital mixer grinders** for Indian kitchen on Preethi Zodiac platform
- Designed concepts for **carbon fiber gas stoves** for an upcoming range of premium kitchen appliances portfolio

HCL Technologies - Lead Designer (4y 7m)

- 2011 - 2016 · **Web based marketplace** design for industrial robot applications for ABB
- **Desktop application** for facility instrumentation, automation & management
- **Web based mobile application** for field service planning
- **Android application** for blood sugar measurement

Internship Embrace Global - Industrial design trainee

- 2011 · Designed a range of concepts for innovative low cost baby warmer for rural market in India

Final Thesis Project, IDC Volvo Trucks (Gothenburg, Sweden)

- 2010 - 2011 · Designed a sub-1 ton commercial vehicle (last mile transport) for Indian sub- continent

Minor Thesis Project, IDC Industrial Design Center, IIT Bombay

- 2010 · Re-designed a power tiller by improving the usability and ergonomics of the agricultural product to improve the productivity and lifestyle of Indian farmers

Research project, IDC Samsung (IIT Bombay/New Delhi/Korea)

- 2009 · Designed concept refrigerator for Indian usage patterns post understanding pan-Indian food storage habits through active in-person research and collaborative sessions with peers

Research project, IDC Industrial Design Center, IIT Bombay

- 2009 - 2010 · Nature Inspired Forms - a research project aimed at decoding natural forms with a focus on the development of slow moving forms and its application to the automotive forms.