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Portfolio

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I am a tech-savvy design professional with a knack for leveraging my diverse skill set to devise innovative solutions to problems. As a collaborative non-conformist, I excel in multidisciplinary teams, working towards a shared vision, fostering original ideas, and developing creative solutions.

With over 15 years of relevant experience in 'Design Thinking' and addressing various customer-centric challenges, I offer a unique perspective in strategizing and delivering design excellence.

In essence, I thrive on channeling synergies to transform business goals into profitable ventures and creating solutions that positively impact human life.

EDUCATION

PGDPD - Design for Retail Experience (2008 -2010)

National Institute of Design, India (CSGPA - 8.26)

Bachelor's - Interior Design (2003-2006)

Mangalore University, India (Aggregate - 75.68%)

SKILLS

Creativity

Systems Thinking

Management

Leadership

Product Innovation

UX & UI Design

Problem Solving

Experience Design (CX)

Visual Communication Design

Environment Design

RECOGNITION

Jury Member (2016 - 2020) - National Institute of Design, India

Guided the development of the Master's Degree students by shaping their work, design process, and growth, while recognizing and nurturing their unique strengths, capabilities, and aspirations.

Visiting Faculty (2016 - 2020) - National Institute of Design, India

Assisted Master's Degree students in their final semester to integrate their learnings and direct their thought process towards creating a positive impact through design. This involved enhancing their ability to understand business needs and aspirations across various hypothetical briefs.

The entire process was curated and taught in a specially designed module over six to eight weeks.

Publication - 200 best designs emanating from India in CII India Design Year Book 2014

The Design Yearbook serves as a global reference for outstanding design originating from India, catering to companies, journalists, architects, planners, designers, and people worldwide.

As a founding member and Principal designer at Cogwheel Studios, my firm's work was showcased in the Yearbook for its system thinking, methodology, and processes that drive success for clients, partners, and end users.

## WORK EXPERIENCE

Design Leadership, Attract, Coach and Mentor Designers, Business Impact.

### Microsoft - Principal Design Manager

August 2022 - Present

Recruited by senior business leaders at Microsoft to lead and expand a team of designers, researchers and content specialists in India, overseeing the development of the product from inception to maturity.

- **Design Leadership:** Leading the vision and design of Power Pages at Business & Industry Copilot (BIC) Design Studios, India.
- **Management:** Oversee all aspects of design studios in India, including planning, capacity management, hiring and fostering team cohesion.
- **Impact:** Utilise low-code concepts, generative AI, and Microsoft cloud scalability to transform business websites into competitive advantages.
- **Strategic Contribution:** Contribute to product strategy discussions through vivid design visions, ensuring alignment with our customer promises.
- **Cross-functional Collaboration:** Partner with business, product, and engineering leaders to influence the product roadmap.
- **Team Development:** Grow and nurture a team of researchers, designers, and content specialists to drive design strategy for new releases.
- **Strategic Execution:** Ensuring alignment with strategic goals and user needs. Set a high bar for design craft, executing design strategy for product redesigns, 1.0's, and leading all aspects of design execution across releases,

### Athenahealth - Lead UX Designer

Oct 2021 - March 2022

Recruited by senior design leaders at Athenahealth to enhance design capabilities in India and optimise user experience across all clinical workflows.

- **Design Leadership:** Optimised UX elements for Family Planning Annual Reports 2.0, improving clinician usability and efficiency.
- **Strategic Contribution:** Led design efforts in India, contributing to the Clinician Experience zone, ensuring user needs and feedback were central to design improvements.
- **Strategic Execution:** Collaborated with the Product and Engineering leads to facilitate Auto Posting of Lab results within athenanet, the company's proprietary SaaS EHR system, streamlining clinical workflows and driving user delight.

### Boston Consulting Group (BCG) - Digital Design Lead, APAC Region

Jan 2020 - May 2021

Recruited by senior directors at BCG to establish, lead, and expand a team of design experts in a new organizational vertical, emphasizing the value of design consultancy to enhance impact for consulting clients.

- **Thought Leadership:** Worked at the intersection of thought leadership, team building, and management to create a thriving design environment that influenced various businesses across the world.
- **Team Building:** Spearheaded the newly formed Digital Practice discipline for APAC at BCG Global Design Studios, establishing and leading a multidisciplinary team to success.
- **Management:** Oversaw all aspects of a 20 member vertical, including resourcing, billing, and growth.
- **Client Collaboration:** Partnered with stakeholders and Fortune 500 clients globally to develop strategies and design concepts that drove business growth.
- **Innovative Solutions:** Delivered human-centric design solutions across web, mobile, data-rich dashboards, and emerging technologies such as AR, MR, and VR.

- **Process Optimization:** Integrated best practices and streamlined design process methodologies for impactful results.
- **Impact:** Designed solutions to tackle intricate challenges and ensure enduring customer satisfaction in a rapidly changing business landscape.

#### Cogwheel Studios - Founder, Principal Designer

Jan 2011 - Dec 2019

Opted to pursue a professional design career to gain insights, expand knowledge, and contribute to India's design landscape. Addressed the immediate needs of various organizations by helping them solve business challenges through design solutions.

- **Entrepreneurship:** Established and Led a homegrown design studios, collaborating with C-Suite executive, business owners, and diverse teams across industries, in bridging the need of good design with good business.
- **Thought Leadership:** Set and executed strategic visions, aligning with business goals, user behaviors and fostering a culture of design and innovation.
- **Management:** Managed the entire design studio, from inception to expansion and sustained growth.
- **Mentorship & Team Development:** Mentored and developed multidisciplinary teams focused on UX, Content and Visual Communication Design, nurturing talent and promoting professional growth.
- **Impactful Solutions:** Applied design thinking methodologies to solve complex problems, delivering human-centric solutions that added lasting value.
- **Communication & Presentation:** Effectively conveyed design concepts and strategies to diverse audiences, enhancing stakeholder buy-in.
- **Technical Proficiency:** Leveraged design tools and technologies for seamless integration of design and development processes.
- **Industry Recognition:** Featured in the CII India Design yearbook 2014 for systems thinking, methodology, and process, contributing to client success.

#### P&G, Global Innovation Centre - Project Intern

Feb 2010 - July 2010

Returned as a project intern to build on my previous contributions and address a larger category challenge.

- **Strategic Influence:** Bridged the gap between customers and P&G hair care products.
- **Contribution:** Developed breakthrough solutions backed with research and user behaviour patterns.
- **Collaboration:** Interacted with brand managers to align solutions with brand goals.
- **Impact:** Redefined work methodologies for the organisation from a design thinking perspective which was influenced by the enhanced discovery statistics of P&G products across High Frequency Stores.

#### P&G, Global Innovation Centre - Design Intern

May 2009 - July 2009

Interned with an FMCG conglomerate, collaborating with a design school to achieve groundbreaking results.

- **Contribution:** Contributed to the incubation of new ideas within P&G's global innovation centre.
- **User Research:** Conducted user research to inform and guide the development of innovative solutions.
- **Conceptualisation:** Developed concepts based on research insights and design thinking principles.
- **Design Development:** Translated concepts into detailed design solutions.
- **Prototyping:** Created prototypes to test and refine design ideas, ensuring feasibility and user satisfaction.

#### Sanderson India Pvt. Ltd - Senior Designer

April 2007 - March 2008

Recruited as a senior designer to lead many noteworthy projects across India.

- **Contribution:** Played a key role as a lead designer across many prestigious Retail, Hospitality, and Lifestyle projects across India.

- **Team Management:** Led a team of designers, guiding them through conceptualisation and design development.
- **Communication:** Facilitated effective communication between teams to ensure smooth project completion in line with envisioned directions.

### **Tangent Architecture - Designer**

**July 2006 - March 2007**

Began my design career at a boutique agency to gain comprehensive knowledge and experience in bringing design concepts to life.

- **Design:** Conceptualised and prototyped design solutions, developing pragmatic design skills.
- **Problem Solving:** Made pivotal decisions in project development, ensuring successful outcomes.
- **Teamwork:** Managed a diverse group of skilled individuals, fostering collaboration and efficiency.

**THANK YOU FOR YOUR TIME AND CONSIDERATION**