

About

As an interdisciplinary design practitioner, I leverage research driven insights to create innovative business solutions. My passion for understanding human behavior and utilizing emerging technologies motivates me to tackle complex problems through humane approaches.

Experience

Peepal Design

July 2025 - current

UX Researcher - Graduation project

- Leading **end-to-end user research** with **28 women and 5 healthcare experts** to uncover unmet needs in perimenopause care
- Analyzing user data to uncover **behavioral, attitudinal and cognitive patterns** shaping health and care experiences
- Conducting **competitive landscape analysis and future forecasting** to identify innovation opportunities, in the fem-tech ecosystem for perimenopause care
- Developing a **service design framework** for an **emerging fem-tech company** and translating user insights into business opportunities through **rich picture visualizations for stakeholder communication**
- Collaborated across teams to conduct UX research for **digital products of clients like Google, Meta, and TVS** to inform design improvements and product strategy

Ministry of Rural Development PMAY

Sept-Oct 2024

Design strategy consultant - Govt of Rajasthan

- Conducted **ethnographic user research** with **30 users** to understand lived experiences and **design led program evaluation** with IAS officials to uncover systemic gaps
- Analyzed data using **SWOT and 4D method** to uncover insights on **user needs, behavior, and scheme accessibility**
- Delivered report **with redesigned policy framework** prioritizing initiatives to better align beneficiary wellbeing with government objectives

Siemens Healthineers

2019 - 2023

Software development Engineer - R & D

- Developed and implemented **Front-end functionality** for Integrated Diagnostic Workflow
- Conducted technical feasibility, designed, developed, and tested optimized solutions for **10 HF versions of enterprise radiology application**
- Collaborated with radiologists, app specialists and product owners to create **feature prototypes** and provide **product demo to business units and users**
- Provided **customer support** for **20 site** application installation, safety and security backlogs

Gully tours

2018 - 2019

Tour Lead and storyteller

- Curated and Led heritage walk tours** in Mysuru for international tourists and travelers
- Consistently received **5-star reviews on TripAdvisor** for exceptional tour experiences

Achievements and Awards

- ICORD 2025 - Research paper presentation on Resilient design
- Spot Recognition 2021 - Siemens Healthineers
Co-creation and team alignment
- Winners - IIT Guwahati Cultural fest - Streetplay
- Runner up - BITS Pilani Goa - Stage play

Education

Masters in Design

2023 - present

Strategic Design Management
National Institute of Design
Gandhinagar, Gujarat.
NID-DAT (AIR -2)

Google UX design

Dec 2023

Certification

Bachelor in Engineering

2015 - 2019

Electronics and Instrumentation
Sri Jayachamarajendra College of Engineering
Mysuru, Karnataka.
CGPA - 8.81

Skills

Strategic design

Design thinking facilitation, Co-Design workshops, Service design, User centered problem solving, UX Audit, Business model innovation, Systems thinking, Organizational design, KPI Mapping, Mixed method research

Research Methodologies

Diary study, In-depth interviews, Usability testing, Heuristic analysis, User persona, User Journey Mapping, Focus group discussions, Ethnography, Generative research, Validative research, Quantitative Surveys

Research Instruments

Proposals, Screeners, User recruitment tools, Discussion guides, Note-taking guides, Mindset analysis frameworks

Service Design

Need analysis, Ideation and conceptualization, Service blueprints, Experience design, Service prototyping, Digital product experience

UX Design

Interaction Design, UI-Wireframing, Low-fidelity mockups, High-fidelity mockups, front-end development

AI based Design practices

AI knowledge base creation, Prompt engineering, Natural Language Processing for surveys, Conversation design, Persona bots

Tools

- Figma
- Miro
- Notion
- Gen AI tools
- Git hub