

## BioSketch

I am an experienced well rounded user experience professional with broad business, product, strategy and process experience across a variety of industries, enterprises and cultures, including Hospitality, Banking, Pharmaceutical, Technology & Consulting, Retail, Insurance, eCommerce - start-ups and large corporations.

I have experience building high-performance user experience teams and I frequently talk in conferences and events (like **DigitalSummit**, **InternetSummit**, **World-Usability Day**, **UXPA-DC** and **Marriott InnovationDays**) I also teach classes on user eXperience design at **General Assembly**. I am mentor, and motivator who thrives in environments requiring a high-level strategist with big-picture thinking.

I thrive on my talent for forging strong relationships with decision-makers, senior level management and channel partners. Committed to quality, Capable of carrying projects from concept to resolution. Manage teams and talent, ability to proactively identify and resolve problems, reverse negative trends and maximize productivity.

## Professional Experience

- 12.2015 - Present  
McLean VA **MicroStrategy - Principal - User Experience Design**  
I am helping in defining and delivering global application design methodologies, philosophies, standards and strategies for customer facing applications, while also establishing and growing a world class UX organization. Evangelizing design thinking, establishing a User Research practice, introducing content strategy and collaborating with technical writing to help improve user experience across platforms.  
**Keywords:** UX team building, User Research, Design thinking, Content Strategy, IT partnerships, product strategy, team leadership
- 11.2015 - 06.2016  
Washington DC **General Assembly - User eXperience Design Course teacher/mentor**  
I get to teach and mentor a class of enthusiastic students what I started doing professionally a long time ago. Expose them to the world of UX, fill them with some passion to practice empathizing and lead them with examples to listen to users when they are designing.
- 09.2008 - 12.2015  
Bethesda, MD **Marriott International - eCommerce Manager - Experience Design**  
Spearheaded and led User experience design and strategies for all global digital touchpoints on Marriott platforms. projects and teams supporting a 3 year roadmap for emerging markets in BRICS, APAC, Latin America, Africa and the Middle East. I was responsible for all aspects of creative development, oversee the creative process and make creative decisions and was responsible for the integrity of strategic, functional and visual design solutions that are tied to Product line KPIs.
- Participated and applied knowledge across user research and experience design disciplines in defining and designing solutions. Mentoring coaching and directing team members, hiring and managing resources on projects and collaborating with business, project management and implementation teams.
- Selected accomplishments :**  
Architected the redesign of the reservation system of Marriott.com which is the back bone of all online reservation systems, generating 14+ billion USD (2015) in companies overall revenues.
- Collaborated with the standards team as a product line UX lead to define and maintain design standards across all platforms.
- Provided senior management with implementation plans, requirements, strategic/comparative analysis, resource cost estimates and sign off for multimillion dollar eCommerce initiatives from user experience discipline. **Keywords:** Product strategy vision, meeting facilitation
- Owned responsibility for establishing direction and information implementation strategies for online experiences on all the global language sites through multi language prototype testing in markets. **Keywords:** designing global vs local features, custom feature integration to suit market needs, Drive global site revenues, global communication, and IT Partnerships
- Align and lead solutions based on user research data and findings. Actively participated in prototyping, usability testing and user research  
**Keywords:** MVT, User-intercepts, UR Lab testing, Remote user testing, eye tracking
- Produced and led Brand and search Integration, Rewards program rollout including enrollment, redemption, site platform and content migration for partner brands like **The Ritz-Carlton**, **AC Hotels** and **Gaylord Resorts**.  
Social Media through Marriott Insiders. Defining program area standards, managing and reviewing IA, design and content deliverables. -  
**Keywords:** Marriott verified reviews on Hotel web sites
- Redefined Mobile interaction for Marriott.com on mobile devices. Heuristics and experience optimization for touchinter faces on mobiles and tablets **Keywords:** iOS app, android and windows phone  
Redefined and enabled in-room entertainment solutions as part of Digital guest experience on properties across Marriott brand portfolio such as **Google Chromecast** and **Netflix**
- 06.2008 - 09.2008  
Atlanta, GA **Macys Inc - Consultant User Interface Architect**  
Produced managed and Led Information Architecture and interaction design teams and projects on the redesign of customer information system for Bloomingdales and intranet for Macys. Managed and mentored an implementation team during project phases.  
Led user research and in store UR testing of the prototypes, created a rich intranet application for Bloomingdales to enable digital entry of client information and cross sell products that accounted for increased revenues across stores in the launch market on hand held devices  
Produced user experience vision plans and actively led the visioning sessions with VP Technology and Technology Managers to evangelize the value of user experience design across product management.  
**Keywords:** eXperience Strategy, vision, UX evangelism, IT partnerships, product strategy, team leadership

- 03.2008 - 05.2008 **McKesson Corp - Consultant User Interface Architect**  
Atlanta, GA Requirement analysis, Screen mockups, Iconography, wireframes, Usability and accessibility following SDLC. Produced and led user surveys and usability studies for software products and Intranet websites. Created intuitive iconsto compliment menu structure and increase visual cues enriching user experience. Designed and implemented alert/error messages with appropriate graphics for enhanced and intuitive user experience across products. Maintained and updated design standards.
- 12.2007- 02.2008 **Enterpulse - Consultant User Interface Architect**  
Atlanta , GA Defined information architecture and site maps, wireframes, use cases, dynamic HTML prototypes. Conducted user surveys and usability studies for [@Chick-Fil-A Portal](#). Gathered requirements from business, users and mapped it to build application screens and wireframes. Developed user interface screens (comps) to define rich user experience. Collaborated with the developers to define requirements to match ALUI portals platform from BEA Aqua logic like out of the box calendars, survey and poll portlets. Performed user research inhouse with employees to fine tune designs.  
**Keywords:** User Research, Information Architecture, IT partnerships, product strategy, Consulting
- 10.2004 - 12.2007 **Progressive Insurance - Sr.User Experience Architect/Project Manager**  
Cleveland, OH Designed and conducted user research surveys, usability testing 101, developed personas and focus groups for testing applications. Project Planning, requirement gathering and processing, resource assignment, CBA's, risk management, communication management, lessons learned and all general aspects of project and product management.  
**Selected accomplishments:**  
Designed and developed a robust dashboard application for the PMO and Resource managers to help in project reporting, resource time management and customizable reports for project analysis. Managed developers and database SMEs constantly to maintain project budgets, timelines and delivery.  
  
Designed Sample Policy Print application which helped in increasing customer communication, support, and positioning ancillary products.  
  
Designed UI screens for forms data and quality analysis which compliments the sample print application. Conceptualized & designed the pet injury  
**Keywords:** eXperience Strategy, vision, UX evangelism, IT partnerships, product strategy, project management, team leadership
- 02.2003 - 10.2004 **GE Energy - Lead User Interface Architect**  
Atlanta , GA Developed & Maintained portals - applied Information Architecture, usability and user interface design to build robustly interactive electronic user interface screens using Dynamic HTML, Cascading Style Sheets (CSS) and JavaScript (JS), maintained reusable UI components. Managed delivery teams both onsite and offshore.  
  
Analyzed functional and business processes and documenting new requirements. Conduct stake holder interviews, create site maps, wireframes, user scenarios.  
  
Developed user interface designs, screen flows and use cases. Design storyboards and sitemaps to communicate site structure, navigation and interaction sequences on various applications for automating processes.  
  
Worked with cross functional, implementation teams and project managers to understand customer needs, design user interfaces and documentation.  
  
Performed heuristic evaluations on GE Intranet websites and provide alternate design solutions to improve user experience. Worked closely with the development teams (Java developers) in the smooth integration of JSP in to DHTML screens.  
**Keywords:** experience strategy, vision, user experience design, IT partnerships, project management, global team leadership
- 01.2001- 02.2003 **Mahindra Satyam - Sr. User Interface Architect**  
Bengaluru, India Created User-centered design specification, including schematics, mental/visual models, wireframes, sitemaps and Dynamic HTML Prototypes to illustrate site structure and functionality. Managed and directed onsite UE teams.  
  
Embedded user centered design methods into the application lifecycle and tied user objectives directly to business benefits,which increased benefits reporting by 45%  
  
Designed custom graphic assets, JavaScript and DHTML prototypes for dozens of self-service applications, content and collaboration web sites, including the global phonebook, search engine, intranet portal, HR applications, department homepages, communities and gadgets.  
  
Managed Projects from the user experience perspective which included direct client interaction and production support for projects under different vertical business units.  
  
**Client List:** General Electric, US Railways, Saint Gobain, Potlatch, Indian Oil Corporation Limited(IOCL), Applied Materials, World Diabetes Foundation – Novo Nordisk initiative, Hindustan Lever Limited, AXA Business, United Breweries Group, BNP Paribas, Ford India, ING - Vysya Bank, and Allensolly.  
**Keywords:** Interaction Design, Visual design, Information Architecture, Content Strategy, Market Research, Team Leadership, IT partnerships, Vendor management, client relationship management.

- 09.2000 - 01.2001 **MicroArt Multimedia Solutions - Web Interface Architect**  
Bengaluru, India  
Concept Development: Assessing existing web property, evaluation of content, architecture, workflow, and design. Created new IA and content strategy to align with the new brochure site launches for clients. Worked closely with project management, design and IT teams to complete and deliver corporate Internet and intranet sites, including portals and dashboards using HTML & JavaScript. Actively Participated in Sales Pitches and Business Development Effort.
- 01.2000- 08.2000 **Adea Solutions (Formerly NetKraft) Graphic Designer**  
Bengaluru, India  
Concept Development: Complete assessment of existing web property and portals, evaluation of content, architecture, workflow, and design. Design new IA and content strategy and launched YStyle.com  
Conceptualization and Visualization (IT/Non IT based content, Animations.)  
Create web based courses (Flash), User Interface design and animation.
- 01.1999- 01.2000 **HalloIndia Consultancy Pvt Ltd. - Software Engineer**  
Bengaluru, India  
Authored interactive corporate CD-ROM presentation for Bekaert NV a leading steel radial manufacturer in the world.  
Incorporated regional sales reports with a dynamic graph generator.  
Designed Franklin Industries website. Wireframes, html prototypes. Designed Icons, graphics, layout and user interface for an inventory management system for Kobelco NV.
- 09.1997- 12.1998 **PC Services - Web Engineer**  
Bengaluru, India  
Designed and developed multimedia enhanced courses for students, designed brochures, newsletters, promotional letters and Web interface Design for PC Services.  
Conducted corporate and institutional training sessions for PCS clients in graphics and multimedia related to design and management.  
Worked as a consultant web designer for clients like AreEx in the Middle East
- 08.1994- 17.1995 **Wipro Fluid Power - Human Resources Associate**  
Bengaluru, India  
Pay Roll and leave management for both management and hourly labor employees across the company. Maintenance and updation of Statutory and employee health care forms. Processing marketing invoices and order forms

---

## Education

- 07.2016 - 08.2018 MBA Design Leadership (Management)- **Johns Hopkins University** - Carey Business School (Expected)  
07.2016 - 08.2018 MA - Design Leadership (Design) - **Maryland Institute & College of Arts (MICA)** (Expected)  
07.1997 - 09.1997 MSc – **University of Bangalore**  
07.1991 - 06.1994 BSc – **University of Bangalore**  
05.2016 - 07.2016 Graduate Program - Business Perspectives for Creative Leaders - **Yale University** - School of Management

## Technical Trainings

- 2014 - Certified Scrum Master - Scrum Alliance  
2014 - UX Strat - UX Strategy leadership - MasterClass

## Technology Background

Expertise in Adobe Suite, Visio, task flow diagrams, Components and content architecture, SEO, UE Vision, Heuristics, Usability. Functional HTML & CSS Prototyping, jQuery, W3C Compliance, Section 508 Accessibility Compliance, Portal Design, eCommerce Design, and Direct Mail Design.  
Heuristic and expert reviews, usability studies, user surveys, wireframes, card sorting, and Information Architecture (IA/ID Deliverables including Content Architecture, Site Maps, Page architectures and User flows/Scenarios that may include design & html prototypes)

---

## Speaking/Workshop Opportunities

I speak and conduct workshops on topics concerning User Experience Design, User Interface, User Research, Service Design, Conversion Rate Optimization, Qualitative and Quantitative Research Data, Analytics, and Marketing. I have experience speaking to audiences large and small, ranging in size from 50 to 3,000. I've had the privilege of speaking alongside individuals from companies like Google, Microsoft, Facebook, LinkedIn, Twitter, Booz Allen and many other small to medium sized startup organizations and product companies.

### 2015

- DigitalSummit - Detroit - September 22-23 - Globalization + Localization = Glocalization  
InnovationDays - MIHQ - October 12-15 - Digital Prototyping with purpose  
UXPA-DC - World Usability Day - November 12th - Usability and designing for global cultures  
InternetSummit - Raleigh - November 18-19 - Glocalization - Designing for Cultures  
DigitalSummit - Dallas - December 8-9 - Globalization + Localization = Glocalization

### 2016

- SEAM** - Partners 2016 - **MICA/JHU** Baltimore - March 16-17 - Global Design - Workshop