

I'm a user experience professional with experience working in enterprise, start up and consulting environments in the areas of healthcare, education, communication, hardware solutions, new media and AI & ML. I provide design leadership and strategy to deliver solutions that inform, engage and simplify people's lives.

I'm experienced in both strategic and tactical aspects of design and have effectively led strategy sessions with cross-discipline teams as well as, user-centered research activities such as, contextual inquiry, service mapping, developing user journeys and personas to inform product direction. My expertise includes qualitative and quantitative research, interaction design, information architecture, wire-framing, prototyping, story-boarding, writing content, creative direction and visual design.

Patent Contributions

Experience Streams for Rich Interactive content, *Microsoft Corp.*

Sharing Rich Interactive Narratives on a hosting platform, *Microsoft Corp.*

Embedding content in rich media, *Microsoft Corp.*

Scalable context-based authentication, *Microsoft Corp.*

Education

Rochester Institute of Technology

Rochester, NY

MFA, Graphic Design | Nov 1991

Karnataka Chitrakala Parishath

College of Fine Arts

Bangalore University Bangalore, India

BFA, Visual Communication | Apr 1989

Portfolio available upon request

Work Experience

athenahealth R&D, Bangalore, India

Director, User Experience | Feb 2020 – May 2024

UX strategy, leadership and management for athenahealth's revenue cycle management and patient engagement solutions. Led research and design initiatives that influenced product strategy and informed the product roadmap. Responsible for day to day management and mentoring of UX team members, communicating strategic direction and providing design oversight while also providing hands-on UX support for features.

Independent UX Consultant, India

UX Design Consultant, Non Profit Organizations | Jun 2016 - Jan 2020

Conducted design thinking workshops and provided UX consulting services, Sikshana Foundation, Girls Empowerment Program: *pilot workshop and draft curriculum*, GAIT Fitkids education and Training Pvt. Ltd.: *workshop for trainers*, Buzz Women: *workshop for trainers*, and *mobile app design for Buzz staff*.

Scibler Smart Scheduler, Bangalore, India

Director, User Experience | Apr 2013 - Apr 2016

Design leadership and creative strategy in a fast paced startup environment with a cross functional team. Responsible for end to end design evolution of an AI based app from ground-up. Delivered designs for a minimal viable product (MVP) on the iPhone app store.

Microsoft Research, India

Senior User Experience Design Lead, *Consultant* | Aug 2010 - Jun 2015

Designed solutions to inform research on new ways to interact with multimedia content *Rich Interactive Narratives (RIN)*. Engaged with third party content experts and developers to help create an interactive multimedia experience using the RIN platform for an HTML5 site for Internet Explorer 10. *GlacierWorks: "Everest: Rivers of Ice", 2013.*

Microsoft, Redmond, WA

Senior User Experience Designer, *Consultant* | Mar 2002 – Mar 2010

Designed solutions and envisioned concepts for multiple products within the company Interaction and user experience for productivity apps for *Windows Phone 7*, a *reimagined mobile user experience for consumers*.

Touch based gesture nomenclature for *Microsoft Surface Tabletop*, UI for pen-enabled applications for *Tablet PC*, such as *ink to text* and *radial menus*.

Microsoft, Redmond, WA

Product Designer | Jul 1998 - Apr 2001

Information architecture and design for a ground-up evolution of real-time communication tools (evolution from desktop to web). *NetMeeting*, *Messenger*.

Defining end user scenarios and user experience to help evolve and drive development of an early stage online learning platform. *Microsoft Learning Technologies*.

Microsoft, Redmond, WA

Product Designer, Design Lead, *Consultant* | Jan 1996 - Jul 1998

Interaction design, visual design and content for the web and CD Rom titles.

Bookshelf 99, *Office Business Planner (Office 2000)*, *Encarta Encyclopedia web features*.

Imergy® (Multimedia Company), New York, NY

Graphic Designer | Oct 1994 - Dec 1995

User interfaces and multimedia content for interactive consumer CD Rom titles.

Hearst New Media: *Chapman's Hands-On Power-boating*, Simon and Schuster Interactive: *Star Trek™ Omnipedia*.

Whitehouse and Company, New York, NY

Graphic Designer | Mar 1992 - Sept 1994

Design, management and production of print media and computer generated imagery from identity programs to book design.