

Summary	As an Experience Designer and Design Researcher, I enable businesses to create purposeful services that offer frictionless experiences to all their customers. I use mixed research methods and Human-Centered Design methodology to garner actionable insights that inspire ingenious ideas.
Qualifications	<p>Master of Design Innovation and Technology (secured distinction) RMIT 2015 (Melbourne, Australia)</p> <ul style="list-style-type: none">• Exhibited first year group project, an architectural skin, at the Engineers Australia 2014 Convention• Was awarded the RMIT Mobility Grant for a study tour to Barcelona at Elisava.• Was identified as a testimonial for the course in 2015 <p>Bachelor of Industrial Design Minor in Branding and Advertisement Swinburne Institute of Technology 2012 (Melbourne, Australia)</p>
Expertise	Design research, user research, user testing, service design, Human Centered Design methodology, emerging technology, agile scrum methodology, workshop facilitation, storyboarding, furniture design, speculative design, UX design, personas, customer journey maps, low-fidelity mock-ups, wireframes, digital and physical prototypes, influencing and communication skills.
Software	I'm proficient at using: Miro, Mural, Axure, Figma, Sketch, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe XD, Adobe After Effects, Solidworks, Fusion 360, Keyshot.
Experience (Selected)	<p>Service Designer Telstra (Contract) March 2020- current (Melbourne, Australia)</p> <p>I led three projects at Telstra from the IoT group and Connected Home and Business Group of Telstra:</p> <ul style="list-style-type: none">• Defined the value propositions and customer's journey for MVPs with recommendations for future releases of a video analytics solution (uses AI and Deep Learning) for enterprise customers in the Councils, Retail and Transport industries by co-creating with customers from each industry.• Designed the product strategy and roadmap of a telemetry product for its enterprise customers in the transport industry which was inferred from insights surfaced using mixed research methods and facilitating workshops for effective collaboration with other missions (project teams) servicing the transport industry.• Informed NBN product's high-speed tier offering and it's marketing strategy formulated a research strategy to help customers better assess their internet needs by formulated a research strategy.

Responsibilities:

- Worked remotely in cross-functional squads with AI and IoT specialists, UX designer, solution architect amongst others by applying agile ways of working and design-thinking techniques.
- Designed and facilitated co-creation workshops with research participants, customers and vendors to develop a product offerings and customer experience based on shared vision, goals and values.
- Scoped, planned, organised and conducted exploratory qualitative research with 40+ participants to discover their organisational goals, pain points, understand existing journeys and workarounds, find a product positioning opportunity and identify new sales channels.
- Curated questions for one-on-one interviews and synthesised research findings into insights, personas, systems maps, journey maps, service blueprints, process maps, low-fidelity concepts and prototypes.
- Delivered impactful presentations that imbue the team with insights and ideas to drive decisions that are evidence-based.
- Identified and prioritised product features for MVP and future releases by using facilitating co-creation workshops with internal and external stakeholders.
- Supported the UX designer with concept refinement and usability testing by creating storyboards, scenarios and rapid prototypes.
- Coach and support the team members who were unfamiliar with Human-Centered Design practices, principles and processes.

Design Researcher

Yarra Valley Water (Contract via Revolution IT)

November 2019- March 2020 (Melbourne, Australia)

Redefining the role of Yarra Valley Water in the land development ecosystem by improving their customer's end-to-end experience during the application process. Responsibilities:

- Collated, analysed and documented existing research material into a research stock take spreadsheet for desktop review.
- Developed a research recruitment strategy and research protocol along with one-on-one interview moderation and observation guides for each of the 6 customer segments such as project coordinators, builders, plumbers, developers and home owners.
- Coded, analysed, synthesised interviews from transcripts using the Thematic Analysis framework, collaboratively. Uncovered 25 themes which were deduced to 5 global themes, visualized on the Thematic Schema.
- Formulated user dimensions, recommendations, strategies and design principles to guide project direction.
- Created a research report along with delivering compelling presentations through creative storytelling and dynamic multimedia presentations.

[View project](#) (password- tellmemore)

Multidisciplinary designer and Founder

Plai Design (Melbourne, Wodonga, Amsterdam, Mumbai)

June 2017- current

Plai design is a transdisciplinary practise specialising in designing engaging solutions for digital and physical products collaboratively with users, clients, communities and colleagues.

Noteable projects:

- UX research and UX for website for Prophecy (Financial Planners, Melbourne, 2019)
- Brand and Content Strategy for Sunaina Rekhi (Lifestyle Coach, India, 2019)
- Playground designs for Omnitech Playgrounds (Playground design company, Melbourne, 2016)
- Public benches and Bike rack for City of Albury (Public Art commissions, Council, NSW, 2016)

UX Designer

Amsterdam University of Applied Sciences (via Digital Society School)
September 2018- February 2019 (Amsterdam, Netherlands)

Enable facilities department to optimise campus occupancy and co-create the campus with students.

Responsibilities:

- Facilitated workshops with internal and external stakeholders to help surface the problem of ineffective campus study rooms and failing room reservation processes.
- Organised and conducted contextual interviews and focus groups with students, student bodies and community managers to uncover their intrinsic inclinations and behaviours.
- Visualised findings into vivid personas and journey maps to help empathise with the students' drivers and concerns and to advocate these findings to diverse stakeholders including higher management.
- Designed concepts and tested prototypes in various mediums (including augmented reality) to gain insights on usability and feasibility, collaboratively with game developers.

[.View project](#)

Traveller, volunteer

Netherlands, India, Australia, New Zealand,
December 2017- June 2018

I'd be happy to share my reflections, tips and highlights, amongst which were helping build a compost toilet, making a retreat centre made by reusing building material, working on an organic farm, exploring Kakadu National Park, tramping the Abel Tasman.

UX Researcher

NEXTDC (Contract via RXP collective)

September 2017- October 2017 (Melbourne, Australia)

Designed a strategy to uplift the customer's multi-channel experience with NextDC's data centre services. Responsibilities:

- Analysed channel communications and processes, customer journeys, reviewed and prioritised customer complaints of multi-segment users and user groups.
- Planned research, recruited candidates and developed a research protocol by forming coherent research questions for in-depth interviews and surfacing scenarios for user-testing.

UX Designer

Telstra (Contract)

December 2015- September 2017 (Melbourne, Australia)

Delivered seamless user-centred solutions for complex multi- million dollar projects with IAAS, PAAS, SAAS offerings. Responsibilities:

- Develop intuitive user interfaces based on personas and customer journey maps.
- Designed wireframes for 100+ screens for the award winning service, Cloud Gateway, which won the 'Best Enterprise Service' in Asia Communication Awards 2017 and was the 'Cloud Innovation of the Year' finalist at Global Telecoms Awards 2017.

[View project](#)

Design Researcher

CityLab, City of Melbourne (Intern)

December 2014- March 2015 (Melbourne, Australia)

- Designed a framework to enhance collaboration within the council department based on qualitative research with internal senior stakeholders.
- Supported research for project that defined the role of the council in the maker movement. Responsibilities:
- Visualised research findings in the form of infographics, animations and 3D models that were presented to higher management and exhibited in city libraries.

Industrial Designer

Zaishu, Bluesquare

August 2013 - December 2014 (Melbourne, Australia)

- Designed an inclusive furniture range for workplaces that catered to introverts and extroverts and to different working styles.
- Created 2D and 3D CAD models and renders, detailed drawings for manufacturing, and prototypes with materials like Laminex, HDPE and plywood.

[View project](#)

Interests

- I often participate in hackathons and recently, and recently won the Sustainability Hackathon organised by CoreNet Global in August 2019. Our winning team co-founded a start-up that encourages sustainable habits and connects the sustainable community of Melbourne. Here, I acted as a researcher and UX designer for 8 months which was an extraordinary learning experience.
- When not working, I'm usually found contorting into yoga poses, hiking or creating paintings (digital or physical). I sometimes post on my instagram account [firsthand_firstperson](#).

References will be available on request.