

EDUCATION

MS Human Computer Interaction Design

Indiana University, Bloomington
Aug 2005 - Aug 2007

BE Computer Science and Engineering

University of Madras, India
Sep 2000 - May 2004

EXPERIENCE

AT&T Interactive, *Senior Human Factors Engineer*, Dec '08 - present

Was the first hire of the now 20+ strong user experience group at ATTi.

Role description:

- Work closely with PMs to discover, define and develop project requirements
- Advocate and help implement adoption of UX process into the project lifecycle
- Convert requirements into a solid UX strategy incorporating user and business goals
- Iterate upon design based on results of usability testing

Current projects:

- YP.com Business Solutions, an online portal for business owners to create and manage their Yellowpages.com listings
- Ad Performance, a reporting tool for customers to understand the performance of their products on the Yellowpages network

nthID Networks Inc., *Lead Interaction Designer*, Oct '07 - Oct '08

Worked as the lead interaction designer on a social media product called facetPlay, that attempted to rethink the one-identity nature of today's online conversations and interactions by enabling people to manage all facets of their identity.

Role description:

- Drove the entire design process under the supervision of the VP of Product
- Defined the complete user experience
- Designed and defined new features for the product
- Synthesized user goals, business and functional requirements into design specifications
- Conducted research and usability testing and incorporated results into design iterations
- Managed off-shore development team in Chennai, India

MinVesta Infotech, *Interaction Design Consultant*, May '06 - July '06

Consulted for the software arm of one of India's largest HR service providers. Facilitated the design phase of two internal products by conducting requirements gathering sessions, prototyping, usability testing and directing the web development team.

K7 Computing, *Software Engineer*, May '04 - Aug '05

Worked as a software engineer at an antivirus firm in India.

SKILLS

Software

Adobe InDesign
Axure
other Adobe CS products

Design

Interface Design
Information Architecture
Flow Diagramming
High/Low Fidelity
Wireframing & Prototyping

Usability

Contextual Inquiry
Ethnographic Observation
Task Analysis
Usability Testing
Heuristic Analysis