

PROFESSIONAL WORK EXPERIENCE



17⁺exp

PERSONAL DETAILS

Date of Birth: 03/06/1987

Marital Status: Married

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Hometown: Pune

KPIT Technologies

JUN 2023 - Current

7 KROWN Awards

Currently working with a European automotive software company as a Associate Solution Architect to lead various UX projects delivering global wireframes and specs with consolidating 8+ Vehicle brands spreaded across more than 6 markets

- UX Research & Design:** User-centered design, prototyping, development, and information architecture.
- Collaboration:** Collaboration with Product Owners, FuReVs, UI/UX, development, and testing
- Design System Implementation:** Ensuring the files are integrated with release library and compliance with design systems.
- Requirement Analysis:** Gathering data, analyzing business needs, and creating RFP/RFQ documents.
- Concept Ideation & Prototyping:** Generating new ideas, testing hypotheses, and conducting UX research.
- Team Leadership & Design Review:** Providing direction to designers and reviewing their work.
- End-to-End UX Process Management:** Overseeing User Research, Interaction Design, and Visual Design during the HMI layer.
- Brand Consistency in UX/UI:** Enforcing a defined brand strategy in visual and UX design for multi-brand ecosystem
- Specification and Documentations:** Creation and maintenance of specifications, user stories, and use cases. Ensuring consistent terminology and documentation standards. Maintenance of all artifacts throughout the entire lifecycle.

Tata Consultancy Services

JAN 2013 - JUN 2023

6 Project Champion

Dedicated work with projects related to Print Advertisement for American Brand and Automotive HMI UX Design for Japanese OEM

- Areas of Focus included:** UX Research, User centered designs, Prototype, and development, information architecture, user research, Prototyping.
- Digital Platform Revamp:** Core function included UI/UX Designing on embedded platform - In-vehicle Infotainment media system (I-VIT Systems) for Cockpit I-VIT, Digital Cluster, HUD, etc.
- Managing UX Team:** Building UX team from scratch and managing day to day requirements from cross department functions within automotive unit.
- Building rapid prototyping:** Generate new concept ideas and hypotheses, rapidly prototype and test out those ideas, conduct UX research, and pivot quickly to new directions.
- UX Domain expert:** Provide day-to-day work direction to additional product designers and review and critique work done by the team.

COMOPS Ltd, Pune

SEP 2012 - DEC 2012

Responsible to handle the sales portal and update day to day collaterals related to marketing, sales and presentations that impact sales growth and strategy.

- Creative Visualization & Planning:** Conceptualizing and designing engaging communications for the company's web portal.
- Marketing Collateral Design:** Creating brochures, flyers, news releases, case studies, B2B white papers, and internal emailers to support branding and outreach.
- Website Content & UI Design:** Developing and maintaining UI designs for the company website while ensuring a consistent user experience.
- Business Development Support:** Designing marketing materials and assets to aid business growth initiatives.
- Web Asset Management:** Regularly updating website icons, images, vector graphics, and other digital assets to maintain brand consistency.

Bajaj Allianz Life Insurance:

MAR 2011 - Aug 2012

2 Best Employee Award

Responsible to provided creative and digital design ideas from conceptualizing to execution required to drive sales growth and strategy

- Event Management:** End to end print design solutions for National and International conventions planned for Insurance agent as a reward and recognition
- Designing Collateral materials:** Creating brochures, flyers, news releases, case studies, B2B white papers, and internal emailers to support branding and outreach.
- Vendor Management:** Circulating tenders and evaluating vendors for event supplies.
- Sales Development Support:** Designing customized materials and assets to aid sales team across PAN India.
- Audio-Video Visuals:** Regularly updating website icons, images, vector graphics, and other digital assets to maintain brand consistency.

i2i Information to Innovations

JAN 2008 - FEB 2010

Responsible to provided creative and digital design ideas from conceptualizing to execution required to drive sales growth and strategy

- 3D Architectural Visualization:** Creating interior room, bedroom, kitchen, and furniture set designs with texturing, lighting, and rendering.
- Outdoor Marketing Collateral Design:** Developing standees, backdrops, tent cards, leaflets, invitation cards, and gift items.
- Event & Exhibition Management:** Planning and managing corporate events and exhibitions for interior designers and architects.
- Project Leadership:** Leading "The Design Express" and designing a tabloid newspaper for architects and interior designers.

DESIGN SKILLS

Interaction Design

UI

Prototyping

Usability

Empathy map

UX

Research

Mobile app

Design Thinking

PPT

Task Plan

Auto HMI

Persuasive design

CID

PID

Iconography

HUD

Infotainment

AV Presentations

EDUCATION

MBA | SIMS, Pune | 2018 - 2020

B.Com | SPPU, Pune | 2005 - 2008

AD3D+ | MAAC, Pune | 2008

TOOLS IN USE

Figma

Figma

Adobe XD

AI tools

After effects

JIRA

Premiere

Chat GPT

Illustrator

Photoshop

Notion

Axure RP

Confluence

Automotive HMI

Spline

Powerpoint

Blender

Protopie

PROJECT EXPERIENCE

12

Android Automotive OS

4

QT Design Studio

2

CGI Studio framework

1

Cinema 4D Studio

2

UX Mobile Bootcamp

10

Proof of Concepts

Recommendations are available on Linkedin and additional references can be provided as per required. Thank you for your time.

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