

Career Goal :: Lead design for game changing products.

Accomplishments ::

- Led the design for the binge viewing experience for DIRECTV reaching over eight million households.
- Recipient of JD Powers Customer Satisfaction Award for Acura's web and mobile experience (2012).
- Recipient of Rovi's (now called TiVo) internal design of the year award (2010).
- Experience in designing for the mobile platform dating back to pre-iPhone era.

Skills

- Proven track record of solving design problems for major brands to small startups.
- Over ten years of experience in the overall design process including design strategy, ideation, information architecture, interaction design, visual design and typography. Worked with formative research, prototyping and user testing teams.
- Worked with design tools like Adobe Creative Suite, Omnigraffle, Keynote, Axure etc.
- Experienced in agile and waterfall methodologies.
- Actively mentoring and coaching younger talents.

Key Job Experience ::

02/2016 - Present

Lead User Experience Designer – AT&T (formerly DIRECTV), Los Angeles, CA (www.directv.com) – Industry leader in the in-home entertainment space.

- **Leading the strategy** and design **for the set-top box's application platform.**
- **Designing the roadmap** for the **future generation of entertainment products.**
- Developing the strategy for the **third-party developer platform** for the set-top box.
- **Defined the roadmap** and delivering on the design for **supplemental (web) content experience.**

05/2013 – 02/2016

Senior User Experience Designer – DIRECTV, Los Angeles, CA (www.directv.com) –

- **Designed the binge viewing experience** for the Set-Top Box platform reaching over eight million households.
- Led the redesign for NFL Sunday Ticket's set-top box's **interactive experience.**
- Led the design and development of the third-party **application design guidelines** for the set-top box platform.

05/2011 – 04/2013

User Experience Designer – MXM, Los Angeles, CA (www.mxm.com) – Interactive design agency providing **multi-platform solution** for a range of clients. Responsible for delivering cross-platform design solutions for key clients like **Honda, Acura, Nestle and Ford.**

03/2008-05/2011

UX Designer – Rovi, Los Angeles, CA (www.rovicorp.com) –B2B organization focusing on solutions for **consumer electronics** and cable industry with clients like Samsung, Time Warner, Charter & Sony. Defined and delivered the **user experience** for a seamless **cross platform digital living room experience.**

2006 - 2008

UX Designer – Various start-ups, Los Angeles, CA – Worked with multiple start-ups designing

- **Seamless social networking experience across web and mobile platforms.**
- Interactive mobile experiences for major brands like Sony and Teen Vogue.
- Content recommendation and discovery web-application targeting entertainment clients.

Education ::

7/2000-05/2004

- **BFA,** Graphic and Interactive Design, GPA–3.2, Tyler School of Art, Temple University, Philadelphia, PA (www.temple.edu).
- Degree in **Fashion Design,** National Institute of Fashion Technology, Chennai, India.