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## Education

University of Texas  
2023 - Current  
Post Graduate Program in AI & ML

I am currently studying AI/ML because I believe these technologies are the future. AI/ML can already provide valuable insights into user behavior and preferences, which can be leveraged to create a more engaging and personalized user experience. Longer term, AI/ML technology promises to fundamentally reshape the user experience.

Texas State University  
2016 - 2019  
MFA communication design

University of Salford  
2011 - 2014  
BA honors graphic design

## Skills

User experience design  
User interface design  
Customer experience  
Visual design  
Brand identity  
HTML  
CSS (Sass)  
Exploratory data analysis  
Python  
Classification model building

## Softwares Tools

Adobe XD  
Sketch  
Brackets  
Figma  
InVision  
Jupyter Notebook

## Work Experience

Insurance Auto Auctions (IAA)  
Sr UX developer  
November 2020 - Current

As a Sr UX developer at IAA I am engaged in the product /feature development process from the research phase through development. For example, I was the lead UX designer for the enhancement to the buyer registration flow. The enhancement resulted in a 7% increase in paid customers within 6 months. I also contributed to component library building with re-usable design / FE components to facilitate cohesiveness between IAA applications.

Texas State University  
Graduate Teaching Assistant  
August 2017 - October 2019

As a graduate teaching assistant, I taught entry level classes for the communication design BFA program. It included teaching adobe software skills and basic design principles. I also taught interactive 1 and 2 classes which involved introducing students to user experience, user interface design, HTML and css.

SurgePower Materials  
UX Designer  
June 2017 - August 2019

As a UX designer of SurgePower Materials, I was responsible for coming up with the name and identity for the start-up business. I worked alongside the CEO to come up with the presentation deck for competitions and clients. I also assisted on business plan design and prototype design. We jointly pitched the company to potential investors at Rice Business Plan competition in 2018

Kitbag (now Fanatics)  
Creative designer  
June 2014 - September 2015

At Kitbag, I was responsible for two accounts: Manchester United and Manchester City soccer clubs. I designed online and in-store campaigns including seasonal kit releases, weekly offers, winning campaigns and my favorite holiday campaigns.

## Awards & Activities

Showcase team concept award 2019  
Friend of Fine Arts Awards 2018 - 2019  
Rice Business Plan competition 2018  
AIGA Flux'16 - Honorable mention 2017  
D&AD - Best of year 2013