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- 17+ years professional experience in UX design, Usability, and Innovation
- Broad and deep Search, Content & Al products design experience.
- Experience designing new revenue verticals from scratch like Weather, finance, Shopping, Voice, Chat bots, AI tools & services
- Led UX for Bing in several external partnerships like Facebook, Twitter, Quora, Snapchat, Apple, Amazon etc.
- Unique combination of business understanding, technical acumen and creative talent
- Received 20+ patents and hackathon prizes + product awards

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WORK EXPERIENCE

PRINCIPAL DESIGN LEAD

WebXT, Redmond, WA - Nov 21: NOW

Currently, I lead multiple **new revenue verticals** within Microsoft shopping which i helped create like Autos marketplace, Start shopping, Video commerce, Fashion feeds, Outlook shopping. Also working on Generative Al space by integrating chatGPT in Bing as part of the new Bing chat experience. Specifically, conceptualized Shopping AI & Autos AI scenarios and integrating them into the new Microsoft products. Increased product DAU from 2.2M to 12M

Previously, I created V1 Microsoft shopping experiences including Shopping Marketplace, Edge shopping, Grocery & Mobile shopping. I also helped scale the team by hiring, onboarding & mentoring multiple designers and contractors.

PRINCIPAL DESIGN LEAD

WebXT, Bellevue, WA - AUG 18: NOW

I lead the UX for Bing Shopping & Conversational Search teams in WebXT. I launched Microsoft Bing for Commerce & Scaled out Voice search on Bing.com, Bing apps, xbox etc. Earlier, I designed Al data annotation platform (UHRS) and V1 Web behavioral Analytics service Microsoft Clarity

SENIOR DESIGN LEAD

AI+Research, Bellevue, WA - AUG 13: JUL 18

I led the Conversation as a Platform team in Bing. Projects included Search & domain bots, Conversational search & other AI products. Released products: Sportscaster bot, Cortana Proactive in Windows, Search on Tap, Bing Smart Search for Windows 8.1. Also teamed up with multiple external Search Partners like Snapchat, Amazon, Slack etc. on various Bing knowledge & Search integration partnerships.

USER EXPERIENCE DESIGNER II

BING, NYC & Bellevue, WA - AUG 11: AUG 13

Worked on Bing Core UX to define the entity pane architecture, Bing Social Pane, Facebook SERP powered by Bing, Bing search PageZero experience and few other 3rd party search integration projects. Received multiple patents for Page Zero work. I also worked in the Bing NYC studio and designed v1 of Bing Notification framework & Modern SERP experience vision.

USER EXPERIENCE DESIGNER II

BING & MSN, STC, India - OCT 07 - AUG 11

Led the design for all products released by Search Technology Center India. The work focused on creating delightful search experiences for BING across domains & devices. Some projects I designed include: Bing Weather/Finance/Events verticals, Bing Ipad apps, Deskbar, Bing Toolbar apps, Mobile apps etc.

USER EXPERIENCE DESIGNER

BizTalk RFID, India - OCT 05 - OCT 07

Designed the UX for V1 BizTalk RFID Server & BizTalk RFID Mobile.

AWARDS & PATENTS

SEEING AI (DEEPVISION)

First prize hackathon - AUG 15

The Seeing AI app helps low vision community to understand more about who and what is around them. The app can identify things in your environment — people, objects, and even emotions — to provide important context for what's going on around you. **Fast Company** - Innovation by Design awards (Apps & Games) Mobile World Congress 2018 - Global Mobile Award American Foundation for the Blind - Helen Keller Achievement

INSTANOTE

First prize hackathon - AUG 14

InstaNote, makes your note taking in meetings as easy as a single touch. The app helps you capture the last 30 seconds (configurable) of audio and transcribe it when possible.

Filed 4 patents & received cash prize of \$10k

Bing for Ipad - Design & Engineering Showcase Award at CES 2012

Received 20+ patents for Search UI, Social UI interactions, Query formulation, User input, Chat bots, AI, Voice capture, Ads tech etc.

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EDUCATION

PG DIPLOMA IN INFORMATION DESIGN

National Institute of Design (NID) - 03:05

BACHELORS IN INFORMATION TECHNOLOGY

Manipal University - 1999: 2002

CERTIFIED USABILTY ANALYST

Human Factors International - Jan : Feb 04

INTERACTION DESIGN INTERN

SAP Labs, India - JAN 05 - AUG 05

Designed the V1 Information Analytics app used for creating business rules. Quickly grasped the complex domain and worked extensively creating usable solutions for the product.

M DOMAIN SKILLS & TOOLS

- Information design, HCI, Usability, User centered design, Analytical thinking, Project management, Problem solving, Mentorship, User research, Mentoring, Product strategy, Management.
- Sketch, Figma, Adobe suite, Invision, Keynote, Principle, HTML, CSS, Axure, etc.



BELIEFS

- Empathy for users job to be done
- Be innovative, patient and authentic
- Inspire, involve and communicate with stakeholders
- Place the users on center of design decisions
- Data-informed decision making
- Strive for simplicity and clarity