



## Digital product designer turning ideas into meaningful experiences.

### Work Experience

#### Cisco

Jan 2024 - Current

#### User Experience Architect - Technical Lead

Spearheaded the UX redesign of the new unified [NetAcad.com](https://www.netacad.com), a digital platform merging NetAcad and SkillsForAll offerings, to create a seamless teaching and learning experience for a global audience.

- Architected and built a mobile-first Learning Management System (LMS) from the ground up.
- Collaborate closely with Product Managers, Marketing Teams, and Engineers throughout the product lifecycle to establish clear timelines, foster consensus, and align stakeholders on product flow, technological constraints, and research objectives.
- [NetAcad.com](https://www.netacad.com) achieved remarkable success in its first month, exceeding **5 million** monthly page views, attracting over **180,000** new enrollments, **66,000** new user registrations, and a staggering **603,000** user logins – a tenfold increase over previous highs.

#### GS Lab | GAVS

Dec 2018 - Jan 2024

#### Principal User Experience Designer

- Led UX team - UNBOX in designing and implementing innovative solutions for web and mobile applications across various domains, including EdTech, Healthcare, Manufacturing, and Fintech. Successfully delivered intuitive user experiences for startups to midsize companies.
- Actively participate in stakeholder meetings to shape product strategy and translate high-level concepts into actionable design deliverables, including user flows, wireframes, mockups, and prototypes.
- Introduced and institutionalized a UX design methodology, transforming the organization's approach to product development.

#### Cognizant

Oct 2011 - Nov 2018

#### Lead User Interface Designer

- Led UX team at World Bank's offshore center, delivering innovative solutions that transformed frontline staff experience. Revamped iPortal app, boosting content findability from **28% to 82%**, enhancing efficiency and productivity.
- Led UX design for Heathrow Airport, delivering a mobile-first platform that saved **\$4.5 million** annually, increased check-in throughput by **40%**, and reduced passenger delays by **5%** (4min/passenger).

## Work Experience

### Clearpoint

Feb 2007 - Sep 2011

### Senior Designer

Collaborated with product owners, managers, and cross-functional teams to deliver innovative UI designs for web-based dashboards, widgets, and products. Created prototypes, wireframes, and mockups to optimize user experience.

### Aptara

Mar 2005 - Feb 2007

### Designer

Performed lead role in the design and production of E-learning Modules. Designed E-learning modules, main pages, and UIs. Designed user interface experiences based on target audiences. Collaborated with programmers, coders, and other professionals.

### Signwave

Mar 2004 - Jan 2005

### Graphic Designer and Visual Artist

Designed projects in print, including logos, identities, magazine ads, brochures, posters, trade show booth. Collaborated with writers, artists, photographers and other professionals.

## Education

### YCMOU

B.Sc. Media Graphics & Animation

### Human Factors International

Certified Usability Analyst

## Skills

User Experience (UX), Visual Design, Product Design, Interaction Design, Wireframing, Prototyping, Information Architecture, User Research, Usability Testing, User-centered Design, Human Computer Interaction, Design Guidelines, Independent Contributor

## Tools

Figma, Sketch, Adobe XD, Webflow, Invision, Adobe Creative Suite

## References

Available upon request.