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passion

Award winning design leader, thrives on challenge by incorporating a philosophy of clean, functional and intelligent design since 2000.

Co-founder of DCDesignbabes, a networking organization that connects designers and web professionals in the DC area. <http://dcdesignbabes.com>

Owner of Freshgrub, a blog that features 'Boutique Travel'. <http://freshgrub.net>

Owner of Thiaao, a community of creative travelers. <http://thiaao.com>

employment history

PBS (Oct 2008 – Present)

Creative Director

- Responsible for a team of creative individuals that consist of: User Experience Designers, Visual Designers, Front-end developers and Photo editors. Mentors and inspires the team with product goals, participation in innovation projects, and helps devise career growth measures.
- Proud recipient for two **Webby Award Winners for PBS.org and PBS iPad App.**
- Advocates a User-centered design process. In-depth knowledge working with user analysis, personas, user testing, A/B testing, Eye-Tracking studies and consumer reports.
- Develops products using Agile methodologies. Works with offshore developers and releases products in shorter iteration cycles. Acts as a scrum master and works day-to-day with Product Managers and Development team on a daily basis. Works closely with Key Stakeholders, and Monetization team to best position the products.
- Manages the resources effectively by using a project management tool tracking each project request and time-spent. Creates burn-down charts and reports the efficiency of the team to the senior executives.

- Led the User Interaction and Visual Design of the re-design of **PBS.org** – an initiative that will grow audience size and affinity, creating a richer base for monetization and audience engagement
 1. Led the concept/goals brainstorming and hired/worked with a vendor to envision an overall strategy to build an audience of repeat visitors
 2. Helped team to build Paper Prototypes and conducted A/B testing to measure the validity of the concepts

3. Experimented on innovative ways to strike a balance between national & local content, and to increase traffic to PBS Member Stations.
 4. Led the re-structure and revised architecture for the shell pages section of the .org site, hired essential staff to help overhaul this process
- Led the design of **PBS Video (pbs.org/video)** - a \$5MM multifaceted project that resulted in increased engagement across member station sites, show sites and pbs.org
 1. Led the User-Interaction/ Design and built a site that has radically eased PBS viewers in online video viewing
 2. Instrumented a 'Testing Phase' to read user patterns and documented user behaviors to improve the overall user experience
 2. Hired critical staff, and oversaw the product design development and have been successfully pushing updates in shorter release cycles
 3. Manage and oversee everyday editorial needs
 4. Leading the Design for future iterations, innovative feature additions and conduct brainstorming exercises with the team to continually build on the product
 - Led the User Experience/ Visual Design for Mobile Apps for the **PBS iPhone and PBS iPad**. Both the apps were named the **"App of the Week"** within two weeks of launch.
 - Led the concept/user-experience/visual Design for **PBS Arts - <http://pbs.org/arts>** - a site to explore the ARTS content on PBS, and to bring the audience to the backstage with the artists on PBS.

AOL LLC (Jul 2005 – Sep 2008)

Senior Lead Visual Designer

- Played an active role of managing UX and Visual Designers. Experience in managing offshore designers working remotely, in Bangalore, India.
- Redesigned the **AOL Instant Messenger** for the main release in 2007, an interface that will reach 40 million users on a daily basis. Worked closely with junior designers and other stakeholders.
- Redesign of the **AOL.com** 3.0 portal, more than \$1 Billion revenue drawing website. Developed multiple prototypes with innovative ways to increase engagement and network growth.
- Developed **AIM** social micro community sites in the Blogsmith Platform, queersighted.com, animalhubbub.com, thinkpink365.com. Generated 1M page views per month in 2007.
- Created an **AIM Chat** portal, chat.aim.com and AIM Chat Mixer powered by UserPlane

- Launched a social networking aggregator site www.buddyupdates.com & integrated with the Buddy List . Created a new hot or not portal, www.pixnay.com, generated 12 MM pageviews, 450K unique visitors each month. Generated 40% more revenue.
- Redesigned **AOL People Connection** after the Bebo acquisition to merge a successful migration of both content.
- Worked as the design lead for Daily dynamic promotions that appear on AOL.com homepage. Quick turnarounds, manage and approve 5-6 designs for publishing the same day
- Worked as the design lead for all the AOL.com co-brand efforts with many corporations like HP, Charter, AT&T, Walmart, Bebo, Dove etc

Freshsample (April 2000 – Present)

Principal Art Director

- Worked with H Street Urban Development to create a website for the H Street Corridor Entertainment zone in Wash DC.
- Developed marketing and advertising materials for a new store opening of Krispy Kreme, McAllen, TX
- Developed logo and branding campaign for Weinerschnitzel collaborated with Art Museum of S. Texas
- Clients include KEDT TV, Falling Water Irrigation, ToysRus, AIGA, Family Outreach, Om Yoga, Consumer Media, Spire Communications, Hammer Companies, etc
- Directed and created a short story animation for TV. Created in Flash and Actionscript 2.0. Aired on Channel 7 KEDT TV.

DCDesignBabes (April 2008 – Present)

Founder and Co-Manager

- DCDesignBabes is an organization formed to have a design unity in the DC area. We host quarterly events that include design contests, art show, lecture series etc.
- Responsibilities include: Fundraising, Partnerships, Design and development of the website, Scheduling, Marketing and Budgeting.
- A community of 850 members and growing, sponsorships from big corporations and affiliations from industry's best design conferences.
Editor of www.dcdesignbabes.com

Texas A & M University-Corpus Christi (Aug 2003 - May 2005)

Multimedia Designer

- Designed an interactive learning program, an online courseware for CPA professionals.

- Developed a broadband TV interactive learning courseware with Channel 7, KEDT.
- Designed and developed web pages for Academic Departments. Created site maps to present the layout to the client. Developed wireframes and prototypes to present to business owners. Collaborated with programmers, copywriters and editors for an enhanced and effective website. Regular upgrades and maintenance of www.cob.tamucc.com

College of Architecture, Texas Tech University (Aug 2002 - May 2003)

Jr. Graphic Designer

- Designed layouts and edited illustrations for the book "Architectural Delineation: Presentation Techniques Vol 2".
- Designed and developed an interactive game, in Flash, for a distance-learning program. Prototyped in Director MX. Assisted with the publication & editorial design –
- Designed a weekly newsletter and art directed a bi-monthly magazine

awards & exhibits

Webby Winner – People Choice Award PBS.org 2011

Webby Winner, PBS for iPad app, 2011

People Choice Winner, AOL.com

People Choice Winner, AIM Instant Messenger

AMERICAN ADVERTISING FEDERATION (AAF-CC): Rising Star Award(2005)

Silver ADDY Award 2005, Category - Interactive Design

Bronze ADDY Award 2005, Category - Web Design

Gold ADDY Award 2004, Category - Interactive Design

Silver ADDY Award 2004, Category - Identity Systems

Silver ADDY Award 2004, Category - Web/Multimedia

Won the Logo & Identity Materials Competition commissioned by Weinerschnitzel

Design Excellence Award (Best in Show) for Krispy Kreme Marketing Campaign, TX

NODUS Nominee Award 2005 Category (Web /Multimedia)

Winner in a Federal Government Sponsored Competition in INDIA for Environmental Design, 2001

"Photograph of the Show" Award in the Presidents Council Art Show, Nov 2003

education

Texas A & M University-Corpus Christi (2003 - 2005)

Master of Arts (Interaction Design)

University of Madras, India (1997-2002)
Bachelor of Architecture