

User Experience Strategist

Specializing in simplifying the interactive user experience

- **Innovator:** led transformational interactive strategies for Allstate, Merrill Lynch, General Motors and Wal-Mart
 - **Certified:** CUA certification from Human Factors International
 - **Award Winning:** work at Merrill Lynch has won awards including "Best Financial Services Website" from the Web Marketing Association, and "Top 10 Intranets" from Nielsen Norman
 - **Published Author:** co-author of *marketing.com*, also published in online and offline publications
 - **Core Competencies:**
 - User experience research & analysis: developing personas and scenarios, conducting field observations, focus groups, interviews, card sorting, heuristic evaluations
 - User experience design: information architecture, navigation flow
 - Usability testing and analysis: early / low-fidelity prototype testing, reverse card sorting, advanced / high-fidelity prototype testing, remote testing
 - Online strategy & marketing
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Manager, Interactive Solutions

July 2000 - Present

Capgemini US, LLC - an \$8B global consulting firm (New York)

- Successful delivery in user experience strategy, interaction design, usability, and online marketing projects for clients in retail, media, healthcare, financial services, and insurance including:

American Express	Merrill Lynch	General Motors
Ameriprise	CNA	Wellpoint
Allstate	Farmers Insurance	Cisco
Walmart	Lucent	Office Depot
Assurant	GMAC	
- Conducted heuristic analysis to develop the 2005 GM global B2C interactive strategy resulting in a massive improvement in JD Powers customer satisfaction scores across all brands (Cadillac, Chevy, Saturn, Saab, etc.)
- Led the usability testing for the redesign of Merrill Lynch's global web presence (ML.com) resulting in a 40% increase in user satisfaction and a 60% increase in page views - the site was awarded the "Best Financial Services Website" award from the Web Marketing Association
- Evaluated usability of a redesign of the Office Depot web site resulting in a 4% increase in shopping cart size and a 30% decrease in support calls
- Received multiple awards for excellence in web usability
- Maintained high level of client satisfaction with quality work, end user insight, and consistent on-time/on-budget delivery
- Developed new solutions and service offerings for the user experience practice

Internet Strategist
Optimos Inc. (Virginia)

October 1999 - June 2000

Part of the incubator team involved in feasibility studies and incubating dot-com projects from conceptualization to launch and beyond.

- Conducted industry research and market analysis
- Website strategy development (entertainment destination site, online customer support service, ethnic portal)
- Evaluated potential partners and explored relationships for content

Program Strategist
rediff.com (Mumbai, India)

May 1998 - September 1999

Part of the initial core startup team. Responsibilities included: strategic planning, new product development, and relationship development.

- Spearheaded ongoing development and customer care of community services including Rediff Homepages, Rediff Tickets Online, Rediff Shareware, and RediffMail
- Developed strategic partnerships to aid brand-building and ecommerce promotion (e.g. MTV and Sony Music)
- Developed loyalty and incentive programs to attract and keep site visitors and ecommerce customers
- Developed the Rediff Affiliate Program
- Managed localized online movie promotions, sweepstakes and other online contests
- Managed and executed opt-in email campaigns for rediff.com services as well as for client campaigns

Internet Consultant

May 1997 - April 1998

- Netventures Limited (Mumbai, India) - ideation, conceptualization and development of service oriented websites
- Child Rights & You (Mumbai, India) - online and offline marketing the re-launch of the CRY site
- Herbertson Limited (Mumbai, India) - developed a detailed Internet Marketing Strategy for this spirits company, part of the UB Group of Companies
- Chaitra Leo Burnett, Mumbai (India) - Single-handedly conducted the first-of-its-kind online survey of Non Resident Indians to study their perceptions about India's leading corporation. Developed the survey, created the online survey (no click-n-build survey sites existed back then), marketed the survey, analyzed responses and presented findings to the agency

Publications & Presentations

- Co-author of *marketing.com* - a book about adapting traditional marketing for the Internet, published December 1999
- Developed a custom Search Engine Optimization guide for a financial services client (2004)

- Actively published Internet marketing and strategy articles in business publications till 2002, including: "Creating a Hierarchy of User-Experience Needs" (ClickZ, March 2001). Articles published prior to that are archived online
 - Online seminar presented to industry participants on the "Hierarchy of User Experience Needs" (2001)
 - Paper presentation "Marketing adaptations in an internetworked world" at Vision 2020: One World One Market - an international marketing conference held in India (1998)
 - India's first Internet columnist, guiding readers to resources online since 1995, published nationally in India's leading newspaper - The Times of India
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Education & Training

- Masters of Management Studies (MBA equivalent), Marketing 1996-1998
Jamnalal Bajaj Institute of Management Studies, Mumbai University
Final Year Study - Marketing on the Internet
- Bachelor of Engineering (BS equivalent), Electronics 1991-1995
K. J. Somaiya College of Engineering, Mumbai University
- Certified Usability Analyst - Human Factors International (HFI)
- User-Centered Analysis and Conceptual Design - HFI
- The Science and Art of Effective Web and Application Design - HFI
- Practical Usability Testing - HFI