



I'm a senior product designer, artist, and educator based in Brooklyn.  
I have a decade of experience helping clients build resilient, scalable, mission-driven products and services.  
I led design teams while at tumblr and Bloomberg Terminal as a senior product designer.  
Currently, I collaborate with global non-profits through my design studio Antidote.

## education

- MFA: Design + Technology** 2012  
Play & Interaction Design,  
Parsons, The New School
- BMM: Journalism** 2006  
Bachelor's degree in Mass Media,  
Mumbai University

## recognition

- Judge**, Scholastic Design Awards, 2021  
**Featured Artist**, V&A Museum Dundee, Design's Response to Covid-19, 2020  
**Designer**, Covid Tracking Project, 2020  
**Facilitator**, Data at Play, MIT Media Lab, 2019  
**Speaker**, Game Developers Conf. 2019  
**Facilitator**, Speculative Futures through Play, Singapore Teachers College, 2018  
**Mentor**, Tribeca Immigration Co/LAB, 2017  
**Judge**, Independent Games Festival, GDC 2015  
**Fellow**, New Inc. as part of Code Liberation, 2015  
**Artist-in-Residence**, OF GAMES II at Khoj International Artists Association, India, 2014  
**Researcher**, Climate Risk Management Red Cross / START, 2012  
**Recipient**, Red Cross Young Scholar 2012  
**Recipient**, Dean's Merit, Parsons, 2011-2012  
**Recipient**, Graduate Dean's Parsons, 2010-2011

My work with the Covid Tracking Project was featured at V&A Dundee last year.

I spoke or my work has been featured at Columbia, NYU, SVA IxD, Reynolds Journalism Institute, Tribeca Street Fair, UNFCCC COP13, Indiecade & East, Games for Change, Queerness & Games, Kill Screen, Different Games, Allied Media Conference, Come Out and Play, City of Play.

I was a founding member of GWU, and Facets.

## recent experience

- ANTIDOTE** 2012 - Current  
**Co-founder, Creative Director**  
Antidote uses the best practices from product, service, and game design to bridge the gap between mission-driven organizations and their human impact. Clients included the WHO, the UN, The Innocence Project, Doha Debates, The Workers Justice Project, and others.
- TUMBLR** Nov 2018 - Nov 2019  
**Senior Product Designer**  
I led the redesign of a new user onboarding process, reimagined content exploration, and introduced a new community curation experience called Hubs. I brought in a research and data driven design process leveraging both UXR & KPIs, and introduced a Jira ticketing system to improve transparency and collaboration.
- BLOOMBERG TERMINAL** June 2015 - Jan 2016  
**User Experience Designer - Mobile Team**  
Worked on the mobile team for the iconic Bloomberg Terminal. I helped build their first UX Pattern Library, worked on the login screen & the alerts team while building parity between the desktop and mobile versions of their smart search. During my time here I trained in SCRUM, using the Bloomberg Terminal, and worked with the UX Research Lab at Bloomberg to audit usability of the companion app.

## teaching

- PARSONS, THE NEW SCHOOL** Fall 2016 - Current  
**Adjunct Professor**  
MFA and BFA Studio Classes, Design + Technology department  
*Subjects Covered: Socially Engaged Design Practice, Media Theory, Interaction and Game Design, Creative Technology*
- GAME CENTER, NYU** Fall 2021  
**Adjunct Professor**  
BFA Capstone Class, Tisch School of the Art  
*Subjects Covered: Game Design, Art and Social Context*
- SYRACUSE UNIVERSITY** Fall 2017 - Spring 2018  
**Assistant Professor**  
Visiting Professor at the School of Visual & Performing Arts  
*Subjects Covered: Creative Technology New-Media Storytelling, Game Design*