

SNEHA KHULLAR

I am a UX professional leading a team of designers.

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EXPERIENCE

- July 2016 - Present **RYANAIR** Dublin, Ireland
UX Lead - managed the Ryanair UX team of four
- Led design of several strategic Ryanair product such as new accommodation booking service & Ryanair user account
 - Conceptualized Ryanair's digital vision of "Amazon of Travel" to define future product strategy
 - Created framework to align design process & increase transparency between different teams, resulting in improved product design
 - Led team to develop Ryanair design system comprising of naming conventions, file structure & components library to ensure UX consistency
- Oct 2015 - Jun 2016 **RYANAIR** Dublin, Ireland
UX Designer
- Designed range of product features such as priority boarding, payments, flight search & select, on responsive web & native app to improve customer experience & drive revenue
 - Conducted user research using Jobs-to-be-done methodology, validated the findings through quantitative survey & identified opportunities for car hire product development
 - Established collaborative approach in working with agile scrum teams resulting in robust design solutions and high quality product delivery
- May 2013 - Jul 2015 **ESRI** Seattle, USA
UX Designer Redlands, USA
- Led end-to-end design process of 3 location based analytics products, from defining requirements to UI implementation & release while collaborating with PM's, developers, QA & documentation team
 - Created designs driven by emphasis on early customer validation, collaborative & lean design
 - Facilitated brainstorming sessions with various stakeholders to ideate on problems from different perspectives
 - Created interaction patterns & UI guidelines for Esri's entire product line
 - Conducted design workshops with collective participation of about 200 professionals at Esri's various conferences
- Dec 2011 - Apr 2012 **MIT, MOBILE EXPERIENCE LAB** Cambridge, USA
UX Designer
- Conducted user research through interviews, created wireframes, UI specs & built interactive prototypes for note taking iOS app
- Aug 2009 - Jul 2011 **ARCH I** New Delhi, India
Architect & Graphic designer
- Co-founded design and research consulting practice

EDUCATION

- Sep 2011 - May 2013 **HARVARD UNIVERSITY - GRADUATE SCHOOL OF DESIGN** Cambridge, USA
Masters in Design Studies, Coursework in Design & Technology
- Graduated with distinction, top 8% of class
 - Received J N Tata Scholarship, top 2% of applicants
- Aug 2004 - May 2009 **SCHOOL OF PLANNING & ARCHITECTURE** New Delhi, INDIA
Bachelors of Architecture
- Awarded Gold medal, top 1% of class

SKILLS & TOOLS

User research, Information architecture, User flows, Wireframes, Visuals, Prototypes, Usability study

Sketchapp, Principle, Balsamiq mockups, Illustrator, Photoshop, Invision, HTML & CSS