

Lead Product Designer

Strategic senior design professional with a proven track record of driving innovation and delivering exceptional user experiences. Experienced in building and leading cross-functional design teams while fostering a culture of collaboration, creativity, and excellence. Adept at aligning design projects with business objectives, working closely with stakeholders, executives, and product managers to ensure seamless integration. A persuasive communicator, skilled in UX/UI principles and the end-to-end design process from concept development and prototyping to usability testing and implementation. Demonstrated ability to present design strategies and outcomes to diverse audiences, effectively showcasing the value of design in achieving business success.

Skills And Expertise

- Design Thinking
- Service Design
- UX Strategy & Interactive Design
- Semantic AI Interaction Design
- Conversation Design
- Design Systems
- User Research
- Enterprise Healthcare
- Software as a Service (SaaS)
- Strategic Product Planning
- Creative Product Designing
- Visualization
- Product Lifecycle
- Client Engagement
- Market Research
- Insights Analysis
- Team Empowerment
- Staff Development
- Miro
- Lucidspark
- Jira
- Confluence
- Balsamiq
- Figma
- Adobe Creative Cloud
- Sketch
- HTML/CSS

Certificates:

Certified Scrum Master – Genpact Pvt Ltd
March 2023

Innovation and Creativity – Harvard Manage Mentor by Genpact Pvt Ltd
April 2020

Professional Experience

Think Logic Systems Inc (Remote) Lead UX Designer

June 2023 – To Till date

Led the UX design vision and strategy for a comprehensive suite of Healthcare Technology software applications, ensuring alignment with user needs and business objectives.

- Led the recruitment, mentoring, and professional development of a dynamic team of UX Designers, fostering a culture of growth and creativity.
- Established and standardized User Research and Design practices to ensure continuous product improvement and innovation across the portfolio.
- Oversaw all Research and Design (R&D) initiatives from concept to launch, ensuring alignment with product goals and user needs.
- Collaborated closely with Engineers and Product Managers to define UX/UI requirements, product roadmaps, and project timelines, ensuring seamless execution.
- Developed and monitored project briefs in accordance with product strategies and timelines, ensuring clear communication and efficient progress.

- Conducted market analysis to identify new opportunities for product features and enhancements, driving innovation and competitive advantage.
- Delivered design solutions using Figma, ensuring consistency and creativity in user interface designs.
- Evaluated the quality of UX/UI deliverables and Design System components, ensuring adherence to high design standards and usability principles.
- Promoted customer outreach to build strong relationships, gather feedback, and address user needs, enhancing overall satisfaction.
- Facilitated discussions on Design and Design Thinking with stakeholders and customers, promoting a user-centered approach to product development.
- Led accessibility initiatives to ensure WCAG 2.2 compliance across the entire product suite, enhancing inclusivity for all users.

Kore.Ai Software Pvt. Ltd **Senior UX Designer**

Dec 2020 – May 2023

Led the development and refinement of design system standards and user experience for a diverse portfolio of SaaS enterprise content management applications across Healthcare, Imaging, and Cross-Industry sectors. Defined and communicated strategic design roadmaps and priorities to management, product teams, and stakeholders, ensuring cohesive and user-centered solutions aligned with business objectives.

- Mentored and empowered a globally distributed team of UX Designers, providing design guidance and fostering a culture of innovation and collaboration.
- Defined and delivered product roadmaps and design strategies for multiple SaaS design initiatives across Healthcare, Enterprise Imaging, and Cross-Industry applications.
- Spearheaded the end-to-end creation of a mobile-friendly healthcare application, focused on provider-patient interactions, from concept to successful launch.
- Established and tracked Key Performance Indicators (KPIs) for all design initiatives, ensuring measurable impact and alignment with business goals.
- Developed and managed design processes and policies for the Verticals Design Team, ensuring efficiency and consistency across projects.
- Monitored and managed project timelines, prioritizing tasks and ensuring on-time delivery of design milestones.
- Collaborated with cross-functional teams, including Research, Accessibility, Product, and Engineering, to ensure design solutions aligned with customer needs and business outcomes.
- Provided storyboard direction to effectively communicate project plans and design concepts to clients and leadership.
- Influenced and contributed to the definition of product roadmaps for all vertical applications, aligning design vision with long-term business strategies.

CGI Inc, **Senior UX Designer**

Sep 2020 – Dec 2020

Established a robust Design Language and Style Guide for a globally recognized research platform, providing a unified design framework. Researched and implemented cutting-edge design trends and technologies, while overseeing the work of the design team to maintain high standards. Collaborated with Business, Product, and Marketing teams to execute new feature enhancements and deliver improvements aligned with user needs.

- Developed and implemented the design language and system for a prestigious web-based product, driving a significant increase in user engagement within the first year.
- Directed the recruitment and growth of the Xplore UX Design Team, cultivating a high-performing group dedicated to outstanding design.
- Responsible for delivering exceptional, brand-aligned design solutions that enhance user satisfaction and loyalty.
- Championed the design of an AI-powered Semantic Search Language for eLearning courses, significantly improving content discoverability.
- Managed the design and deployment of a native mobile application for iOS and Android, enhancing accessibility and user interaction with the Xplore platform.
- Converted intricate concepts and research insights into actionable design tasks, resulting in practical and effective solutions.
- Guided various UX design projects from conception to rollout, providing detailed wireframes, mockups, and prototypes to facilitate the design process.

- Advocated for Design Thinking and user-focused practices across the organization, nurturing an environment of creativity and user empathy.
- Supervised the creation of innovative designs, securing stakeholder support at all levels of the project.
- Worked in tandem with the analytics team to monitor and analyze usage trends on a monthly and annual basis, leveraging insights for design improvements.
- Acted as the User Experience Design authority, advising on key business initiatives to ensure a user-centered approach.
- Mentored design team members in professional development, fostering their growth and skill enhancement within the discipline.

Genpact Inc, Consultant UI/UX Designer

May 2018 – Aug 2020

Managed the design of numerous desktop and mobile applications (iOS, Android, Windows Phone) for the Financial, Energy, and Construction sectors, collaborating closely with stakeholders to deliver impactful user experiences.

- Created and launched the design language and system for a leading web-based product, significantly boosting user engagement in the first year.
- Managed the growth and development of the Xplore UX Design Team, fostering an environment of creativity and collaboration.
- Accountable for executing high-quality, brand-consistent design solutions that improve user experiences and drive engagement.
- Initiated the design of an AI-enhanced Semantic Search Language for eLearning courses, revolutionizing the way users interact with content.
- Steered the design and rollout of a native mobile application for the Xplore platform on iOS and Android, broadening user access and engagement.
- Transformed complex concepts and data into actionable design directives, resulting in impactful and user-friendly design solutions.
- Led various UX design projects from inception to completion, delivering wireframes, mockups, and prototypes that inform development.
- Encouraged the adoption of Design Thinking and user-centric approaches throughout the organization, driving innovation and enhancing user satisfaction.
- Oversaw the development of cutting-edge designs, successfully gaining approval and support from stakeholders at all levels.
- Collaborated with the analytics team to monitor user metrics, leveraging insights to refine design strategies.
- Provided expert consultation in User Experience Design, ensuring that user needs are central to business initiatives.
- Supported the professional development of design team members, offering mentorship and guidance to enhance their skills.

TekFriday Processing Solutions UX Designer

June 2017 – May 2018

Experienced UX Designer with a Focus on Enhancing Customer Experiences in Banking Applications

- Conducted user research and usability testing to gather insights and feedback, translating findings into actionable design improvements that enhance user satisfaction.
- Designed intuitive user interfaces for web and mobile applications, ensuring adherence to industry best practices and brand guidelines while meeting user needs.
- Collaborated with cross-functional teams, including product managers, engineers, and stakeholders, to define project requirements, timelines, and deliverables for various design initiatives.
- Created wireframes, prototypes, and mock-ups to effectively communicate design concepts and user flows, iterating based on stakeholder feedback and user testing results.
- Developed and maintained design documentation, including style guides and design systems, to ensure consistency across multiple projects and platforms.
- Participated in design critiques and workshops, providing constructive feedback and incorporating input from peers to foster a collaborative design environment.
- Monitored and analysed user engagement metrics, using data to inform design decisions and improve user experience across applications.
- Assisted in the implementation of accessibility best practices in all design projects, ensuring inclusivity for diverse user groups.
- Supported the onboarding and training of junior designers, sharing knowledge and best practices to foster professional growth within the team.

- Staying current with design trends and emerging technologies, leveraging new tools and techniques to enhance design processes and outputs.

Relevant Experience

iPower Four Technologies Pvt. Ltd. (Mar 2016 – June 2017)

UI/UX Designer

Vision Inflatables Pvt. Ltd. (Mar 2014 – Feb 2016)

Intern UI/UX Designer

Soft Skills:

- Problem-solving
- Teamwork
- Creativity
- Time management
- Continuous learning
- Attention to detail
- Critical thinking
- Empathy
- Communication
- Innovation

Education:

Bachelor's degree in Computer Science and Engineering.

June 2011 – May 2015

Awards & Recognition:

Sliver Badge – Dedicated to time lines for product development.

Honor Issuer – Senior Project manager at Genpact

05/2019

Sliver Badge – Supporting other teams on user interface development.

Honor Issuer – Senior Vice President at Genpact

10/2018