

PROFESSIONAL SUMMARY

UX / Product Design Leader with **19+ years of experience** across **BFSI, enterprise, fintech, telecom and public-sector digital platforms**. Skilled in driving **UX strategy, experience architecture, stakeholder alignment and workflow simplification** to improve usability, delivery and business outcomes. Strong blend of **leadership, systems thinking and hands-on design execution**.

CORE SKILLS & EXPERTISE

UX Strategy • Product Design • Enterprise UX • Experience Architecture • Service Design • Stakeholder Management • Design Leadership • User Research • Usability Testing • Journey Mapping • Design Governance • Design Ops • Workflow Optimization • Agile Collaboration • Figma • Axure • Sketch • Adobe CC • Medallia • Decibel

PROFESSIONAL EXPERIENCE

Independent Design Consultant

Client / Engagement: Geetato Bakes & Bliss Jul 2024 – Present

- Led customer experience and service design improvements across ordering, menu architecture, packaging and service workflows.
- Structured customer journeys across **discovery, ordering, dine-in, delivery and retail touchpoints**.
- Improved purchase clarity and product discoverability through better content hierarchy and customer-facing communication.
- Applied iterative testing and customer feedback to improve usability and operational consistency.

Manager – UX Design

Fidelity India Research Ltd. | 2016 – 2024

- Drove UX modernization initiatives that improved **product efficiency by 2.5%** and accelerated **delivery speed by 30%**.
- Partnered with **product, business and engineering teams** to improve collaboration and accelerate **feature delivery by 20%**.
- Established structured **UX reviews and design governance practices** to improve design consistency and leadership alignment.
- Used **Medallia** and **Decibel** analytics to identify friction points and reduce usability bottlenecks.
- Supported backlog prioritization, sprint readiness and experience improvements across enterprise workflows.
- Strengthened UX maturity through structured design thinking, usability improvements and scalable experience standards.

Lead – UX

Kellton Tech Solutions Ltd. | 2015 – 2016

- Improved **task completion by 40%** through redesign of key workflows and simplification of user journeys.
- Reduced **support tickets by 20%** by improving navigation, interaction clarity and usability.
- Led usability testing, heuristic evaluations and journey-level UX improvements across assigned projects.
- Mentored junior designers and contributed to stronger UX quality and execution standards.

Manager Design

Sify Software Limited (National Informatics Centre) | 2013 – 2014

- Led UX contributions for **national-scale e-Governance and e-Office systems** used across **1,200+ government departments**.
- Defined **information architecture, user flows, wireframes and interaction patterns** for complex administrative workflows.
- Improved **user acceptance by 30%** through workflow simplification and usability-focused redesign.
- Contributed to user-centered workflow design for large-scale internal government systems.

Earlier Experience

Lead Designer / Digital Experience Roles | 2006 – 2013

E-Centric Solutions | Hindustan Times | Sify Technologies | Dish TV

- Delivered digital experience improvements across consumer and enterprise-facing initiatives.
- Built strong foundations in interaction design, information structuring and cross-functional delivery.
- Worked on portal design, branding systems, campaign experiences and early UX workflows across media, telecom and digital platforms.

KEY CAREER HIGHLIGHTS

- **19+ years** across UX, product design and digital experience leadership.
- Domain exposure across **BFSI, fintech, enterprise SaaS, telecom, media and government systems**.
- Improved **delivery speed by 30%, feature delivery by 20%, and task completion by 40%** through UX-led improvements.
- Experience working across **complex workflows, large-scale systems and cross-functional teams**.

AWARDS & RECOGNITION

- **Technology & Digital Award – 2023**
- **Two-Time Best Employee Award**
- Recognized for **UX excellence in national e-Governance programs**

EDUCATION & CERTIFICATIONS

- **MBA (Marketing)** – Sikkim Manipal University
- **Bachelor of Design** – IASE University, Rajasthan

CERTIFICATION

- **UX Management** – Strategy & Tactics (Certification, 2021)
- **Generative AI for UI/UX Design Specialization** – Coursera (IBM), 2026