

## Senior Experience Designer



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Seasoned professional designer with **7 years** of experience in crafting exceptional user-centered digital experiences. Adept at leading design projects, managing teams, and driving business growth. Passionate about making a profound impact.

## Professional Experience

### **UX Course Mentor - Springboard (2022 – Present)**

**Live coaching:** Mentoring students in mastering user research and user experience design through personalized one-on-one sessions.

**Student success:** Earned a perfect **5 out of 5 overall call rating** from students, reflecting excellence in ensuring course completion and job placements.

### **Senior Product Designer and Design Lead - Evident Capital (2021 – 2023)**

**Stage 0 to 1:** Spearheaded the successful launch of **two MVP products** from scratch for a web3-based **alternative investment** platform.

**Team building:** Skillfully identified and recruited top-tier talent to the design team.

**Lead:** Mentored a design **team of 4 members**, consistently delivering exceptional UX/UI solutions while adhering to timelines 100% of the time.

**Design iteration:** Optimized product features through **AB testing** by evaluating two solutions with potential users.

**Branding solution:** Strategically aligned the **Visual language** with the brand vision, enhancing the platform's identity.

### **UX Consultant - Cognizant Technology Solutions Pvt. Ltd. (2014 – 2019)**

**Domain expertise:** Delivered projects in more than 8 domains including **fintech, banking & finance, education, healthcare, travel & hospitality** etc.

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**Project handling:** Orchestrated and delivered a diverse range of UX projects with a consistent **90% & above success rate**, adhering to the design process.

**Client communication:** Engaged stakeholders conveying the UX solution's value. Served more than 10 organizations like **Delta, OTIS, LPL, Mattel Inc.** etc.

**Customer success:** Received numerous **expressions of appreciation** from clients and achieved recognition through multiple **award certificates**. Also, contributed to **8.9% yearly revenue growth** for one customer.

## Key Skills

**Strategy:** Efficient in conducting comprehensive **product-market analysis** and employing **service design blueprints** to strategize and execute projects.

**Process:** Proficient in utilizing the **double diamond** method to create user-centric design solutions, driven by strong **analytical and problem-solving skills**.

**Collaboration:** Experienced working with developers and project managers, contributing to the **end-to-end delivery** of over 15 products.

**Execution:** Expertise in designing **desktop, mobile, and responsive web applications** with a successful track record.

**Tools:** Quick at mastering new tools. Continuously upgrading skills in **Figma** as primary tool for **last 4 years**.

## Educational Background

**Master of Design** from [Indian Institute of Technology Kanpur](#), 2011-2013.

**Exchange student** in [Technische Universität Darmstadt](#), Germany, 2012–2013.

Conducted research in **Cognitive Psychology** using Eye-Tracking machine.

Notably published paper in [iCord, IISc Bangalore](#), 2019.