

About Me

Sr. Manager - Experience Design

Design professional with over 18 years of industry experience, including 3 years of onsite experience working with a U.S. based insurance company.

- **Strong background in leading UX design projects** from research to implementation, delivering user-focused digital experiences that improve customer engagement and support business objectives.
- Successfully completed a range of projects across **healthcare, insurance, banking/finance, and telecom domains**, covering both web and mobile platforms.
- **A hands-on designer with excellent people skills**, known for being a supportive mentor and team leader. Currently managing a team of designers, fostering collaboration and growth.
- **Certified Usability Analyst (CUA)** from Human Factors International since 2008.

Experience

CitiusTech Technologies / Sr. Manager—Digital Experience (Oct 2024—Present)

Responsible for providing high level direction to projects, consulting sales teams on UX proposals, approaches and estimations, to help define client's UX strategy for their digital projects. Passionately mentoring UX design team.

WongDoody, Infosys / Sr. Manager—Experience Design (Jul 2012—Oct 2024)

Responsible for creative delivery on UX/CX engagements and mentoring design team. Hands on experience leading design projects. Designed digital experiences for enterprise web apps, responsive websites and mobile apps for numerous clients viz. Travelers, Barclays, American Express, Finacle etc.

Received client appreciations on multiple projects for achieving the envisioned experiences and design goals.

Human Factors International / Sr. Usability Specialist (Feb 2008—Jun 2012)

Handled responsibilities including expert review, usability evaluations, user research and user interface design. Worked with major clients like HP Labs, Rolta India, SBSA South Africa, Reliance Communications.

Significant contribution on the UX team that played key role in the success story of Rolta India's journey of Institutionalization in UX.

Desmania Design Pvt. Ltd. / Lead Designer (Nov 2005—Feb 2008)

Led team of product designers to offer design solutions on packaging design and tangible product interactions and ergonomics. Major clients included P&G, Marico, Hindustan Pencils.

Larsen & Toubro Ltd. / Product Designer (Aug 2003—Oct 2005)

Worked on in-house projects including designing control panels, product ergonomics and aesthetics for various defence projects.

ABB Research Center, Germany / Design Intern (May 2002—Aug 2002)

Worked with a product team to develop an approach to address design for variety within a product portfolio to optimize design variations catering to varied markets

Education

Indian Institute of Science, India

M.Des Product Design

2001 — 2003

Project based learning involving elements of design, user research, tangible interactions, prototyping and testing methods.

Skills

Effectively leveraging GenAI in all the below skills

Research

Contextual Inquiry, In person user interview, Usability testing, persona development, user journey mapping

Design

User empathy, Information Architecture, concept sketches, prototyping

Prototyping

Prototyping using Adobe XD, Sketch/ InVision, AxureRP

Collaboration

Facilitating design critique, collaborative design with agile team, Stakeholder management

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