

Senior UX/Product Designer Profile

Passionate user experience advocate with 15+ years of work experience and hands-on exposure to defining and driving UX strategies that align with company objectives and user needs. Experience in UX/UI design with expertise in creating user-centered digital experiences across various industries and platforms. **Currently serving as VP User Experience Design at Goldman Sachs, leading the design process for complex enterprise applications and mentoring interns and designers.** Diverse industry experiences working with notable clients such as Apple, JP Morgan Chase, US Bank, and BBA Aviation, through roles in companies like Wipro, Cognizant, and Momentum Design Lab.



Design Leadership: Leverages design thinking methodologies to transform complex business challenges into intuitive, user-centered solutions. Proven track record of aligning design decisions with business goals and delivering impactful solutions that elevate the user experience.



Design Expertise: Proficient in user research, interaction design, wireframing, visual design, prototyping, and usability study/testing, with hands-on experience in tools like Figma, FigJam, Sketch, Axure, and Invision. Recognized for streamlining user journeys and revitalizing applications, resulting in improved efficiency, reduced errors, and increased engagement.



User Engagement: Led design initiatives that enhanced user engagement, reduced user errors, and improved team productivity, recognized with a global performance award by Wipro.

CORE EXPERTISE

Strategy: UX Strategy Formulation & Execution, User Research, Agile Methodology, Stakeholder Engagements, Cross-Functional Collaboration, Team Leadership & Mentoring.

Research & Analysis: Task Analysis, Usability Analysis, Competitive Analysis, Heuristic Analysis, Focused Group, Personas, Affinity Mapping, User Journey Mapping, Workshops.

Design: Design Systems, Interaction Design, Prototyping, Taskflows, Wireframes, High Fidelity Designs, Accessibility, Usability Testing | Technical: HTML / CSS.

Tools: Figma, FigJam, Sketch, Adobe Photoshop, Illustrator, Axure, Invision.

CAREER HISTORY

GOLDMAN SACHS, BANGALORE, INDIA | VP USER EXPERIENCE DESIGN, 2022-2024

Key Result Areas

Design Leadership: I spearheaded the design process for the Operational Risk Resiliency Enterprise application, driving a user-centric approach from concept to delivery.

User Research & Usability Testing: Conducted thorough user research and usability testing, transforming insights into actionable design improvements for enhanced user experience.

Wireframing & Prototyping: Created detailed wireframes, user flows, and interactive prototypes utilizing industry-standard tools such as Figma and Invision to refine and optimize designs.

Cross-functional Collaboration: Partnered with product managers, developers, and stakeholders to streamline complex workflows, reduce user errors, and align project objectives.

Team Mentorship & Workshops: Mentored designers and facilitated design thinking workshops and design critique sessions, fostering team creativity, enhancing productivity, and encouraging collaborative problem-solving.

Key Accomplishments

- Streamlined user journeys by conducting research, usability testing, and creating wireframes and prototypes resulting in a 30% increase in efficiency and 40% decrease in user errors, elevating the user experience.
- Revitalized SRE, Access Management, Opera, DI Hub applications through cross-functional alignment, collaborative design sessions, and streamlined review process, resulting in a fully functional, customized dashboard addressing user needs across operational areas.

WIPRO TECHNOLOGIES | UX/UI LEAD CONSULTANT, 2018-2022 CLIENT: SCHLUMBERGER, PUNE, INDIA

Key Accomplishments

- Revamped Schlumberger's DrillOps data analytics dashboard through a comprehensive redesign, resulting in a 35% increase in user engagement and 30% drop-off rate reduction, greatly improving overall user experience and adoption.
- Implemented a shared design system in Figma to ensure consistency across design elements and conducted regular collaborative reviews with developers, resulting in a 40% reduction in design-related revisions and a 25% improvement in project delivery speed, aligning the final product with design standards and client expectations.
- Led the design of a responsive website for a B2B Drilling Operations data analytics and reporting dashboard, enhancing user engagement and functionality.
- Conducted heuristic evaluations and competitive analyses to identify opportunities for enhancing existing products, driving continuous improvement.

FREELANCE, MUMBAI, INDIA | UX/UI DESIGNER, 2017-2018

Key Accomplishments

- Partnered with clients to evaluate existing products and deliver tailored design solutions that aligned with both user needs and business goals.
- Enhanced clients' digital experiences through comprehensive research, wireframes, visual designs, and prototypes.
- Prioritized user requirements while aligning design decisions with strategic business objectives, delivering impactful and effective solutions.

MOMENTUM DESIGN LAB, SAN MATEO, USA | SENIOR UX/UI DESIGNER, 2017-2017

Key Accomplishments

- Led end-to-end UX/UI design for diverse client projects, including mobile apps and responsive websites, resulting in enhanced user engagement and satisfaction.
- Created and presented comprehensive user scenarios, interaction models, and screen designs to clients and executives for feedback and alignment.
- Conducted user research and usability testing to validate design decisions and improve the overall user experience.
- Developed high-fidelity prototypes and detailed design specifications for seamless handoff to development teams.

COGNIZANT TECHNOLOGY SOLUTIONS | MANAGER UX PROJECTS, 2015-2017 CLIENT: APPLE, SUNNYVALE, USA

Key Accomplishments

- Designed intuitive and visually appealing interfaces for iOS, WatchOS, and web-based enterprise applications. Worked closely with client partners to refine requirements and deliver tailored design solutions.
- Conducted stakeholder interviews to gather requirements, align on usability expectations, facilitate reviews, and secure approvals.
- Created detailed user personas, defined success criteria, and mapped user journeys to guide design decisions.

- Developed wireframes and high-fidelity mock-ups for both web and mobile platforms, ensuring accessibility, localization, and compliance with Apple's design standards.
- Produced custom icon sets, color palettes, and contributed to the design system.

EARLY CAREER

- Stem Xpert LLC | Sr. Visual Design Consultant, 2014-2015
- Newark Element 14 Chicago USA | Interaction Designer and Developer, 2011-2014

CREDENTIALS

MS IN COMPUTER GRAPHICS & DIGITAL MEDIA,
DePaul University, Chicago, USA, 2010

BE IN INFORMATION TECHNOLOGY,
University of Mumbai, Mumbai, India 2007

DIPLOMA IN ELECTRONICS,
L&T Institute of Technology, Mumbai, India, 2004

AWARDS: Wipro Business Unit Award Americas- 2020 | Wipro- Inspiring Performance- 2020

CERTIFICATIONS: Cooper -Design Thinking Immersive – 2019 | Udemy – Design Thinking in 3 steps – 2019

PORTFOLIO

WEBSITE: <https://www.designsbysanil.com/>

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