




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/>

BEHANCE: <https://www.behance.net/sanilbhatte>

DRIBBLE: <https://dribbble.com/michelangalo>