

UX/UI Strategy | Design Systems & Scalability | Cross-Functional Leadership

UX and Product Design leader with 13+ years delivering enterprise-grade digital experiences across fintech, telecom, and e-commerce. Drives end-to-end design from discovery through delivery, translating complex business requirements into scalable, user-centred solutions. Known for elevating product usability, accelerating design-to-development workflows, and building high-performing design teams. Combines strong research, interaction design, and systems thinking with a growing focus on AI-driven design and emerging technologies.

CORE COMPETENCIES

UX Strategy & Execution | Product Design Leadership | Design Systems & Component Libraries | User Research & Insights | Interaction Design | Information Architecture | Wireframing & Prototyping | Usability Testing Accessibility (WCAG) | Cross-Functional Collaboration | Agile Product Development | Design Critique & Mentorship | Stakeholder Engagement | Developer Handoff Optimization | AI-Driven Design Exploration

PROFESSIONAL EXPERIENCE

Senior UX/UI Consultant

Capgemini - Toronto, ON

Aug 2021 – Feb 2026

Clients: Aviva, Citigroup

- Led end-to-end UX design for enterprise financial platforms, translating complex workflows into intuitive user experiences across web applications
- Produced personas, journey maps, wireframes, interactive prototypes, and high-fidelity mockups to support product strategy and delivery
- Established and scaled design guidelines, improving UI consistency and reducing rework across multiple product streams
- Partnered with Product, Engineering, and Business teams to align design decisions with regulatory and operational requirements
- Mentored junior designers and facilitated recurring design critiques, raising overall design quality and team capability

Senior Product Designer

Tata Consultancy Services - Toronto, ON

Mar 2020 – Aug 2021

- Built and operationalized a scalable design system adopted across 5+ products, increasing UI consistency and reducing duplication
- Improved developer handoff efficiency by 30% through standardized Figma components and documentation
- Bridged design and development workflows, accelerating delivery cycles and reducing iteration gaps
- Designed interaction models and translated them into high-impact visual designs

Senior UX/UI Designer

OfBusiness - Gurgaon, India

Dec 2017 – Feb 2020

- Led end-to-end redesign of web and mobile platforms, increasing user satisfaction by 11%
- Designed core product architecture from the ground up, supporting rapid business scaling
- Drove UX strategy through user research, market analysis, and behavioral insights
- Collaborated with the founder and cross-functional teams to align product features with growth objectives

Senior UX/UI Designer

Lulu and Sky – New Delhi, India

Aug 2016 – Dec 2017

- Led design of a unified e-commerce platform integrating product catalog and social commerce capabilities
- Increased user registrations by 21% through optimized onboarding and improved visual hierarchy
- Boosted checkout conversion by 15% by redesigning end-to-end purchase flows
- Reduced onboarding time by 25% through intuitive walkthroughs and guided experiences

UX/UI Designer

Airtel – Gurgaon, India

Jul 2012 – Aug 2016

- Designed user experiences for high-traffic digital products, including My Airtel App and Wynk Music
- Delivered end-to-end design for the Deber web platform from concept through launch
- Conducted qualitative and quantitative research to inform product direction and feature prioritization
- Produced wireframes, prototypes, and high-fidelity designs for mobile and web platforms
- Collaborated with product and engineering teams to deliver scalable, user-focused solutions

EDUCATION

Bachelor of Commerce – Delhi University | 2013

AAIP (Broadcast) – Arena Animation | 2012

CERTIFICATIONS

Udemy

- 📄 Revolutionize UX/UI: AI-Design Strategies with ChatGPT | June 2025
- 📄 Master Digital Product Design: UX Research & UI Design | Nov 2023
- 📄 Web Design Accessibility | Oct 2023
- 📄 Design Principles for Effective Dashboard Design | Oct 2023
- 📄 Design Thinking in 3 Steps | Oct 2023
- 📄 Information Architecture Fundamentals. | Oct 2023
- 📄 Learn Figma - UI/UX Design Essential Training | Oct 2023
- 📄 The Simple Way to Conduct a UX Audit | Oct 2023

Essential Accessibility

- 📄 Introduction to Digital Accessibility | Dec 2021
- 📄 Creative Accessibility Fundamentals | Dec 2021
- 📄 Understanding Accessible Experiences | Nov 2021

LinkedIn learning

- 📄 UX Design Process | Jan. 2021
- 📄 UX Foundations: Accessibility | Feb 2021

Interaction Design Foundation

- 📄 Human-Computer Interaction – HCI | Jan 2019

TECHNICAL EXPERTISE

Design & Prototyping Tools:

Figma | Adobe XD | Sketch | InVision | Zeplin | Adobe Creative Suite

UX & UI Capabilities:

User Research | Journey Mapping | Wireframing | Prototyping | Interaction Design | Visual Design | Responsive Design | Design Systems | Accessibility (WCAG)

Development & Collaboration:

HTML/CSS (Foundational) | Agile/Scrum | Jira | Confluence | FigJam | Miro | Notion | Slack | Version Control (Abstract, GitHub for Designers)