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anglianwater

AVAYA

cognizant

neudesic
an IBM Company

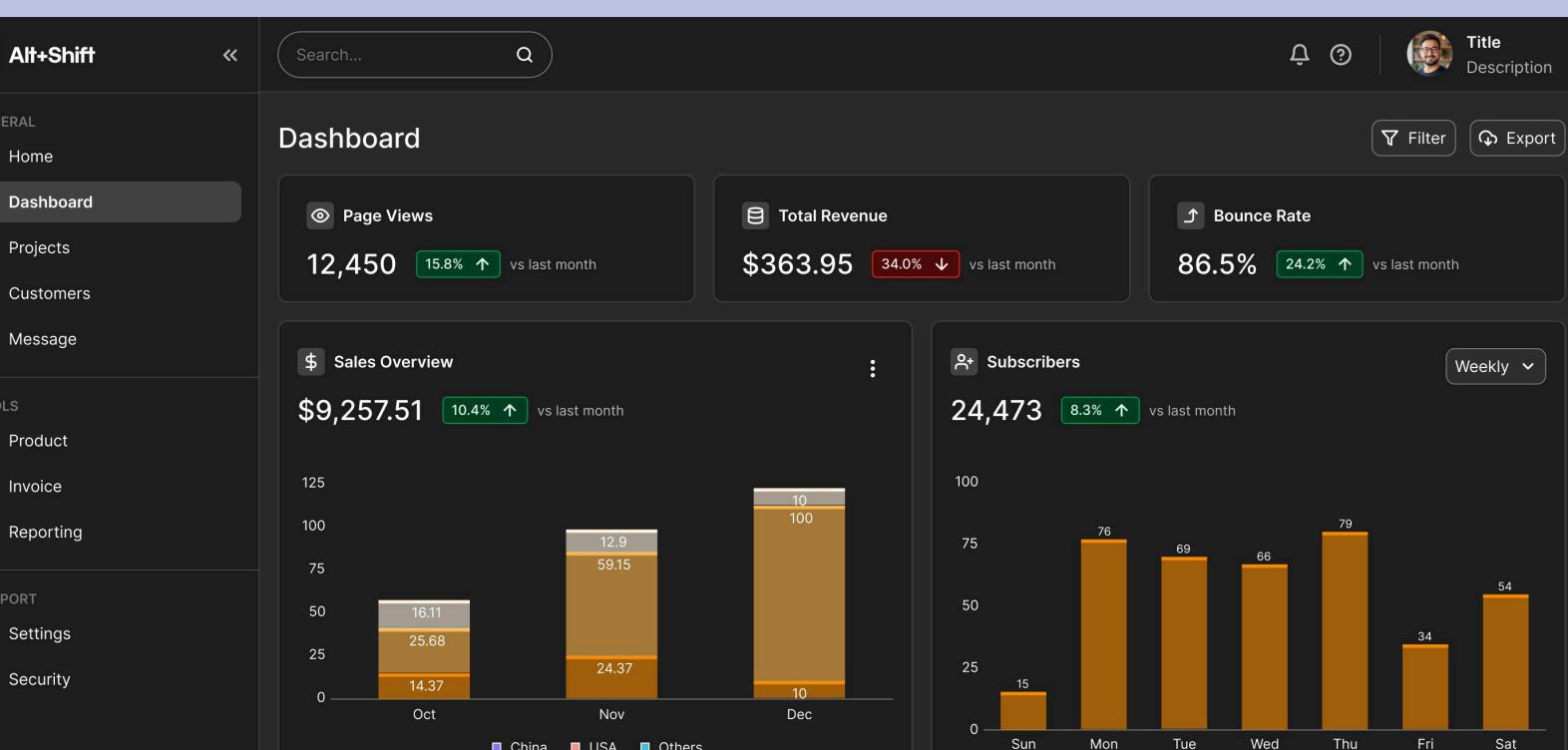
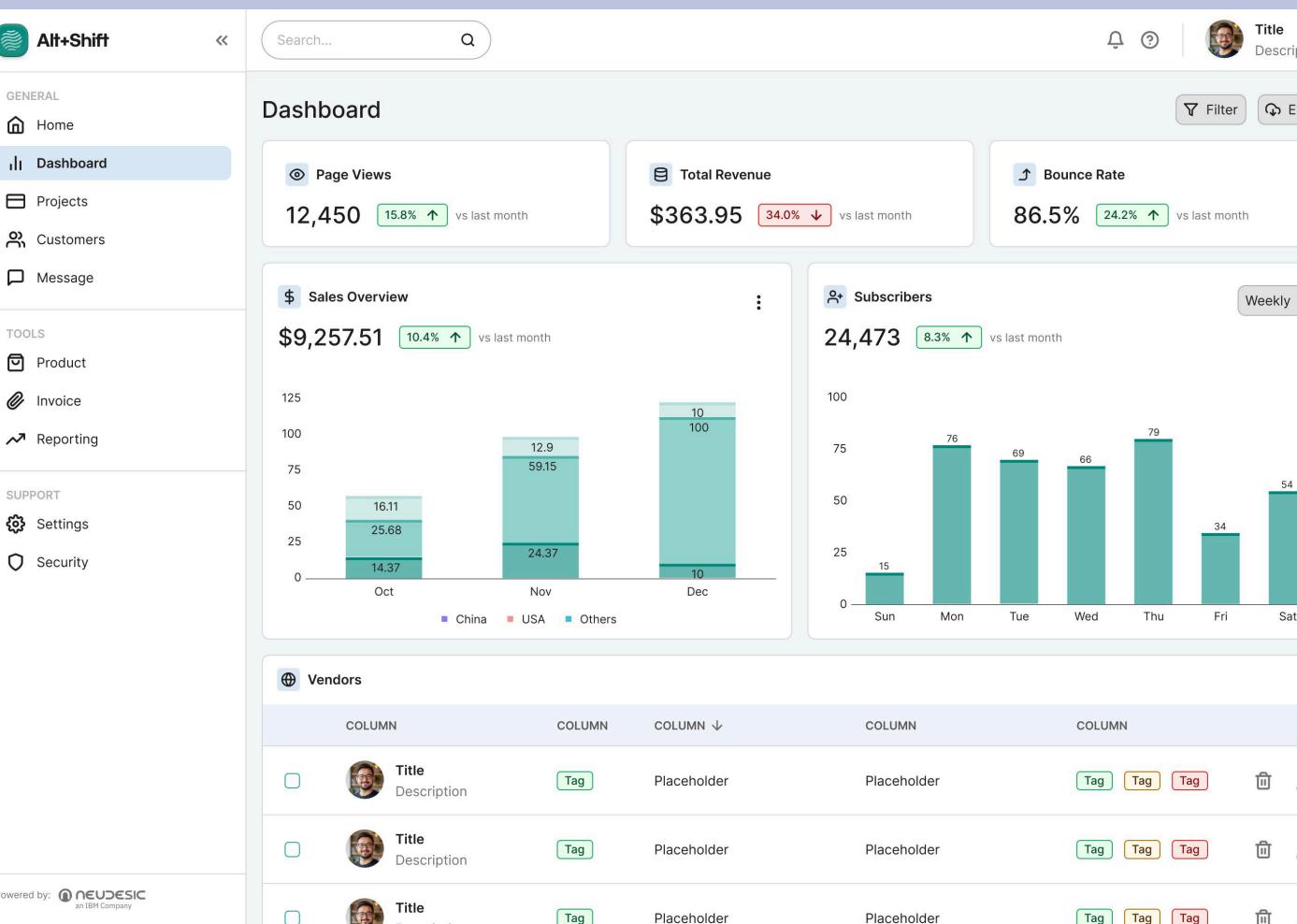
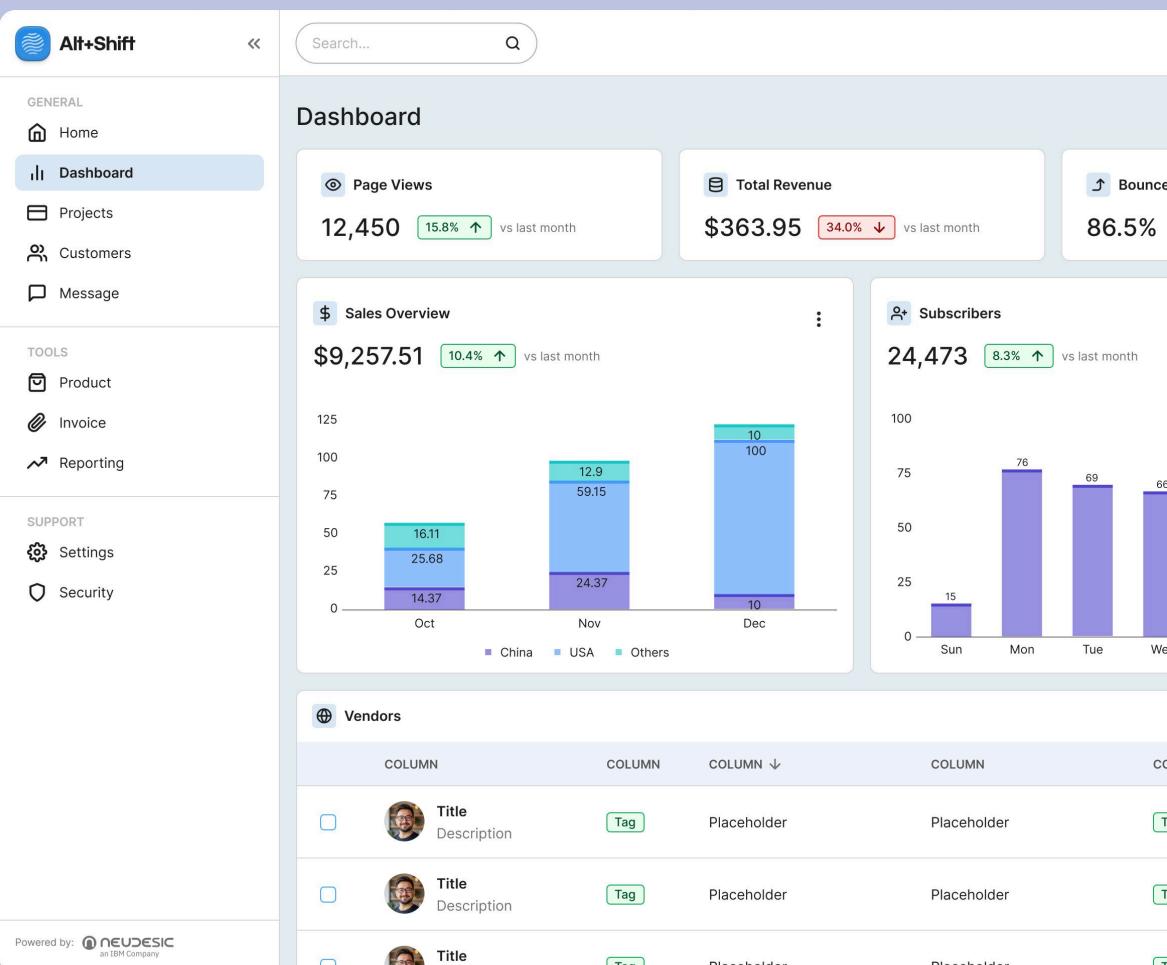
Multi-Brand Design System

Brief

Neudesic develops multiple initiatives and IPs, each may have distinct brand guidelines. To ensure consistency while supporting diverse branding, a scalable design system was created, standardizing UI components and enhancing efficiency across initiatives.

Responsibilities & Achievements

- Created a scalable design system to ensure consistency across various initiatives/IPs while supporting different brand guidelines.
- Aligned with all initiatives and designers to standardize UI components.
- Leveraged advanced Figma features to enhance flexibility and efficiency.
- Increased productivity of designers and ensured a consistent user experience.





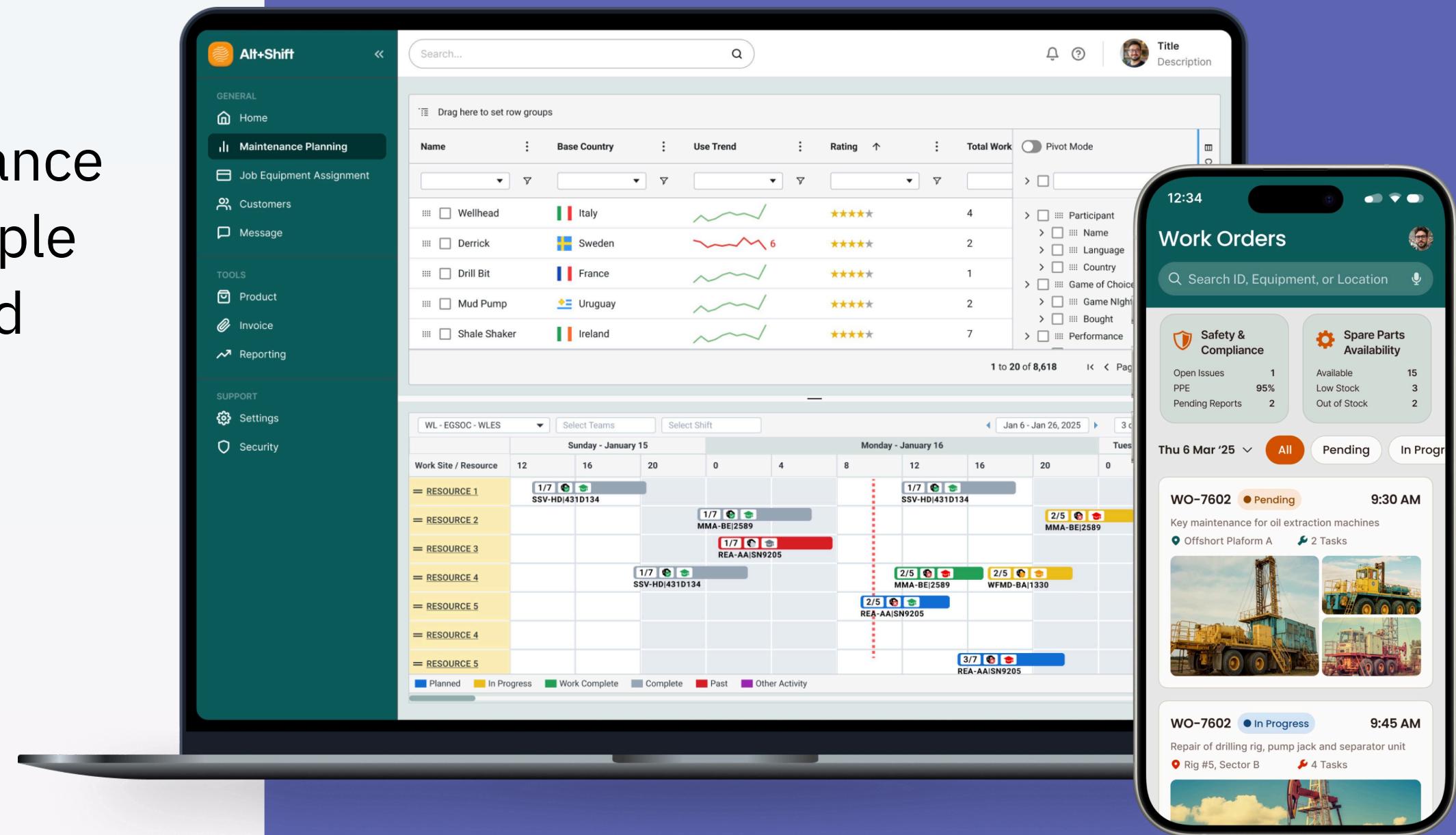
Asset maintenance and monitoring application

Brief

A unified web platform designed for SLB to manage equipment maintenance and field readiness across 50+ countries. The application replaced multiple legacy systems and Excel workflows, enabling maintenance planners and technicians to coordinate efficiently and improve operational visibility.

Responsibilities & Achievements

- Led end-to-end UX design from discovery to post-launch refinement.
- Conducted user interviews, surveys, and journey mapping across global teams.
- Built and implemented a scalable Figma design system.
- Delivered wireframes, prototypes, and visual designs.
- Conducted usability testing and iterative improvements.
- Contributed to \$10M+ efficiency gain and 2x user adoption in a year.



Figma Enablement Program

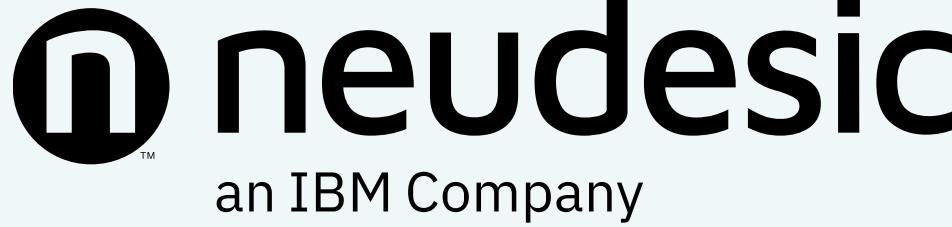
Brief

Following the discontinuation of Adobe XD, I was entrusted the responsibility of training UX designers to effectively utilize Figma.

Responsibilities & Achievements

- I conducted a two-month training program on Figma to upskill designers.
- Also conducted organization-wide training for developers to improve design collaboration and efficiency.
- Covered all aspects from basic to advanced Figma features.
- Conducted hands-on sessions to improve design collaboration and efficiency.
- Enabled swift allocation of bench members to new projects, increasing productivity.

Session #	Date	Topics
1	09-Jun-2023	Design Tokens, Schema and their Usage: <ul style="list-style-type: none">• Color styles• Text styles• Effect styles• Grid styles
2	16-Jun-2023	<ul style="list-style-type: none">• Frames vs groups, Sections, Pages• Basic introduction to Components and Variants• Teams and Projects• Libraries• Implementing multi-version Design Libraries, using 'Swap Library'• Implementing multi-theme design tokens and file structure, using 'Swap Library'
3	23-Jun-2023	Auto-Layout
4	30-Jun-2023	Component Properties
5	07-July-2023	Variables <ul style="list-style-type: none">• Design Tokens• Auto-Layout and Components• Theming• Multi-platform• Migrating Styles to Variables
6	14-July-2023	<ul style="list-style-type: none">• Basic Prototyping• Micro-animations with component variants• Videos• State management• Basic icons creation and basic picture properties• Animations to Lottie
7	21-July-2023	<ul style="list-style-type: none">• Advanced Prototyping with Variables• Miscellaneous Tips about Figma<ul style="list-style-type: none">◦ Design System/Library Performance considerations◦ Library Analytics◦ Embedding prototypes in documentation platforms like Confluence◦ Bulk update variant elements, bulk rename, thumbnails, "" & "_" operators, Prototype settings, etc.
8	28-July-2023	Dev Mode, Multiplayer tools, Collaboration, Branching and Merging



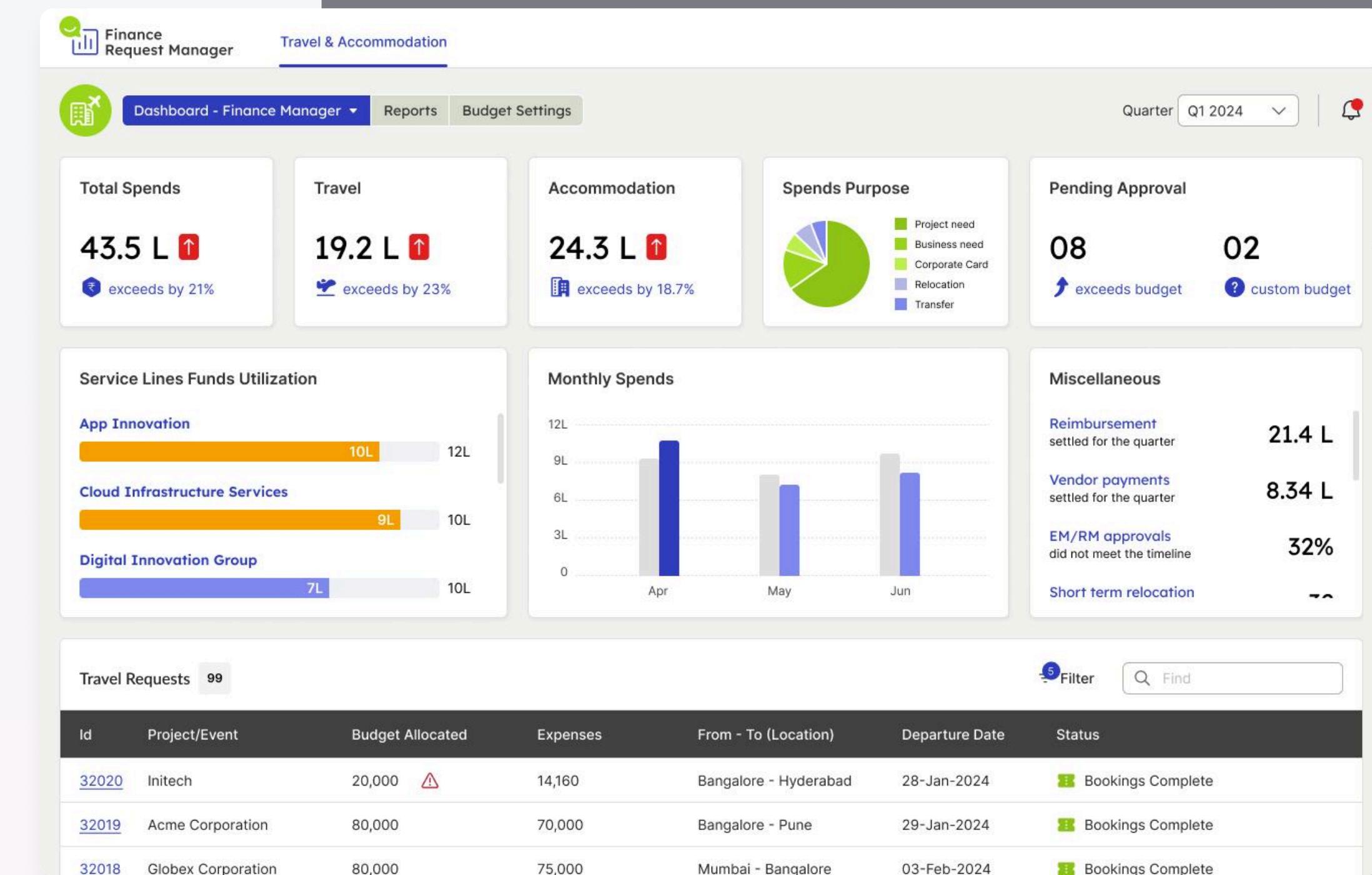
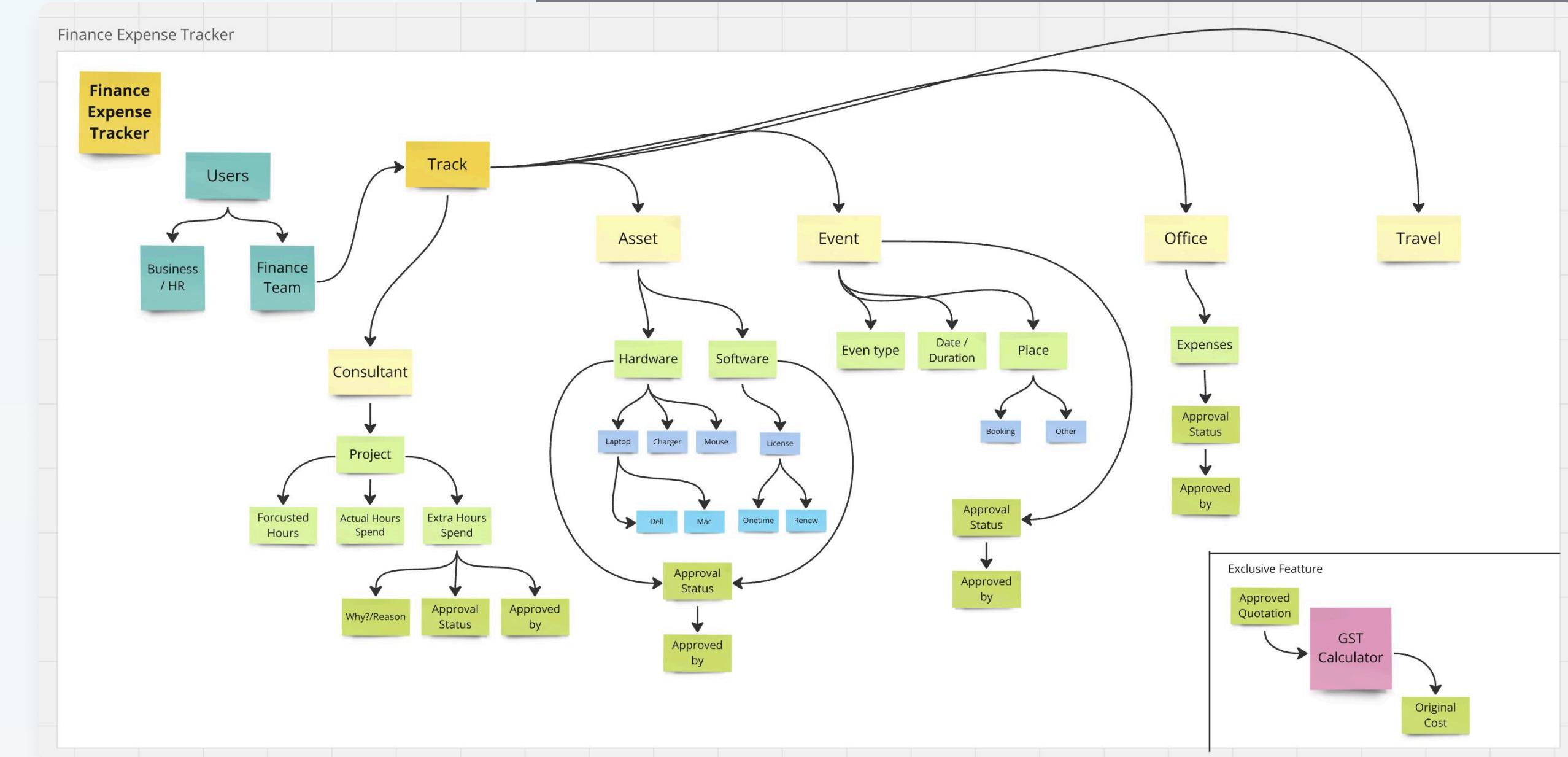
Finance Request Management

Brief

The finance team in Neudesic was using Excel sheets for tracking and budgeting expenses related to travel, assets etc. They needed a specifically curated finance tracking and ticketing tool.

Responsibilities & Achievements

- Conducted foundational user research.
 - Created personas, information architecture and user task flow.
 - Led visual design and mentored junior designers.
 - Developed a design library for the requirements.
 - Successfully demo'ed the hi-fi prototype and received approvals from finance head.





Apparel management application

Brief

The legacy desktop application for apparel management / tracking had to migrated to a modern web based solution.

Responsibilities & Achievements

- Led the UX design for the new web application, ensuring a seamless transition while optimizing user experience.
- Conducted in-depth requirements gathering through stakeholder interviews and research.
- Executed usability studies and A/B testing to validate design decisions and improve user engagement.
- Created detailed personas, user task flows, and information architecture to streamline navigation.
- Designed hi-fi prototypes adhering to Nike's design system, ensuring consistency and a brand-aligned visual language.

The image displays three screenshots of the Nike Apparel Management Application (SMx) running on a desktop computer. The application has a clean, modern design with a light gray background and white cards for data visualization.

- Home Screen:** Shows a welcome message "Hi Chasity, Welcome Back!" and various performance metrics: Orders sent to SAP (20,590), POs Created (12,130), POs Rejected (654), and POs Pending (7,826). It also includes links for Order Status Report, Create Geo Order, and Update Order.
- Capture Order Screen:** A form for creating a non-sales order. It includes fields for Recipient By (Chasity Wilson), Order Type (AP SPA), Season (FA 2021), and various product and order details. A table lists items with columns like SEASON, STYLE, CLR, PROD STYLE NAME, etc.
- Reports Screen:** A dashboard showing reports for Non-Sales Orders, GGP Orders, Orders Shared, and SAP PO Creation. It features pie charts for order status (Approved, Pending, Rejected) across regions like APAC, EMEA, NA, and GC. A summary at the bottom shows "Your Submitted Orders: 30,786" and a "STATUS UPDATE" section with dates from July 21 to July 20, 2021.

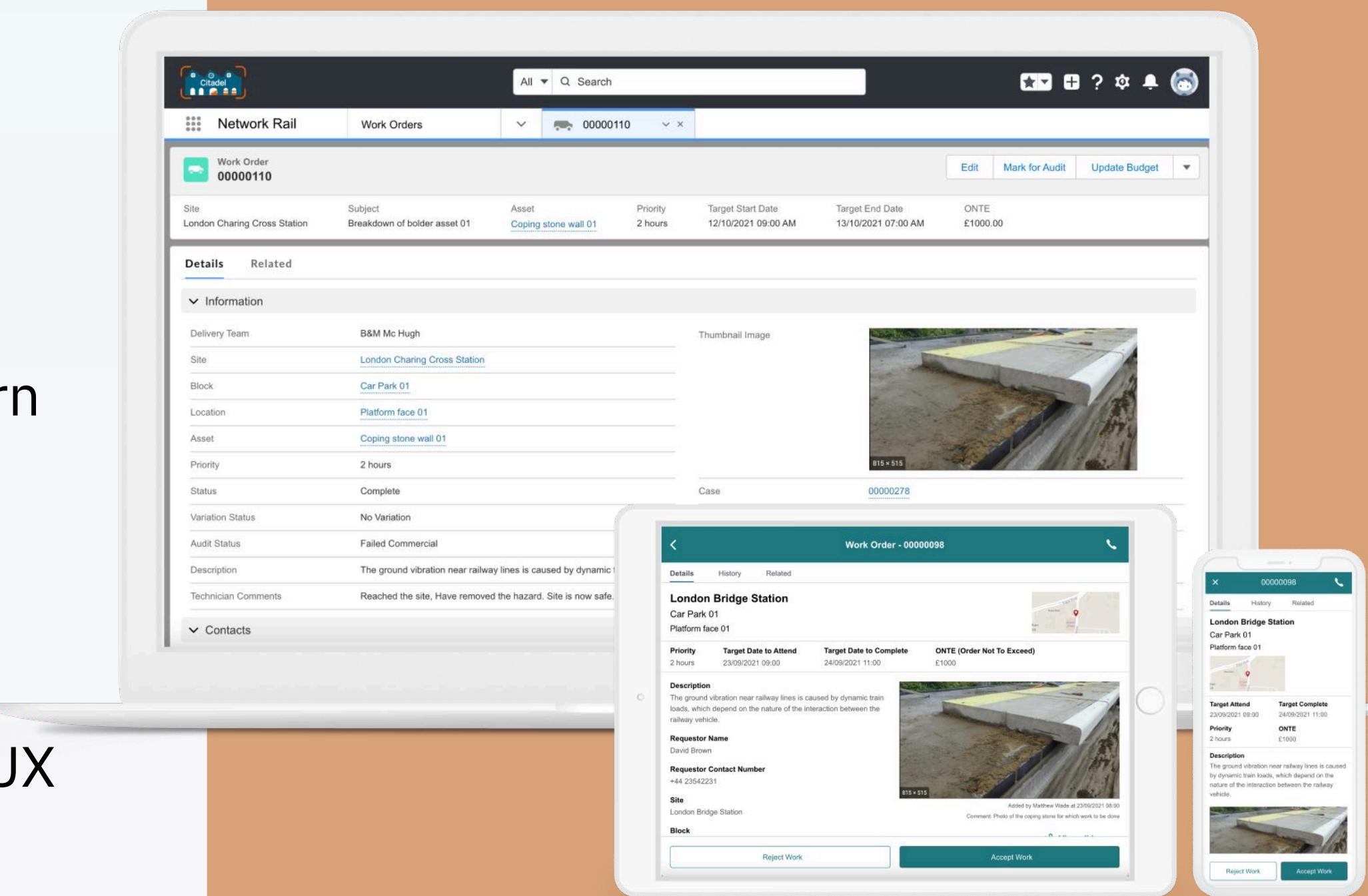
Asset management application on Salesforce

Brief

The legacy application for Asset Management had to be migrated to modern web and mobile solution, based on Salesforce.

Responsibilities & Achievements

- Engaged with business stakeholders to gather requirements and align UX strategy with project goals.
- Conducted user research, usability tests, and A/B tests to optimize workflows and enhance user adoption.
- Learned and implemented Salesforce's Lightning Design System to ensure seamless integration.
- Collaborated with Business Analysts and developers to deliver a scalable and user-friendly asset management platform.





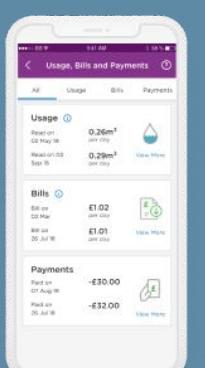
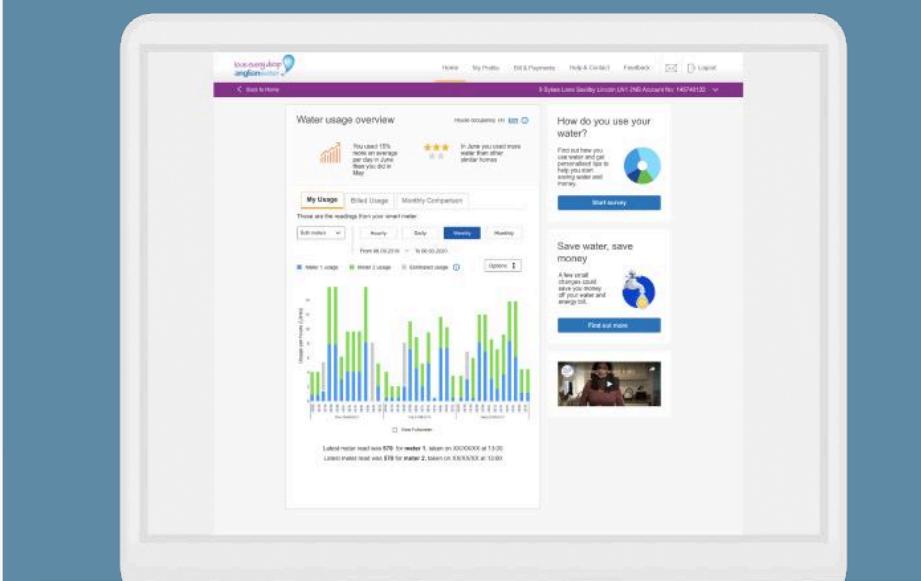
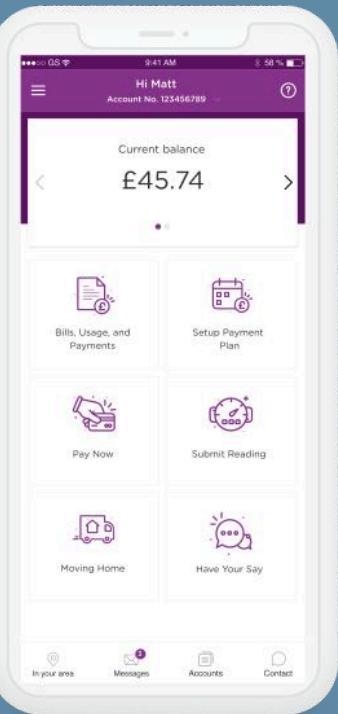
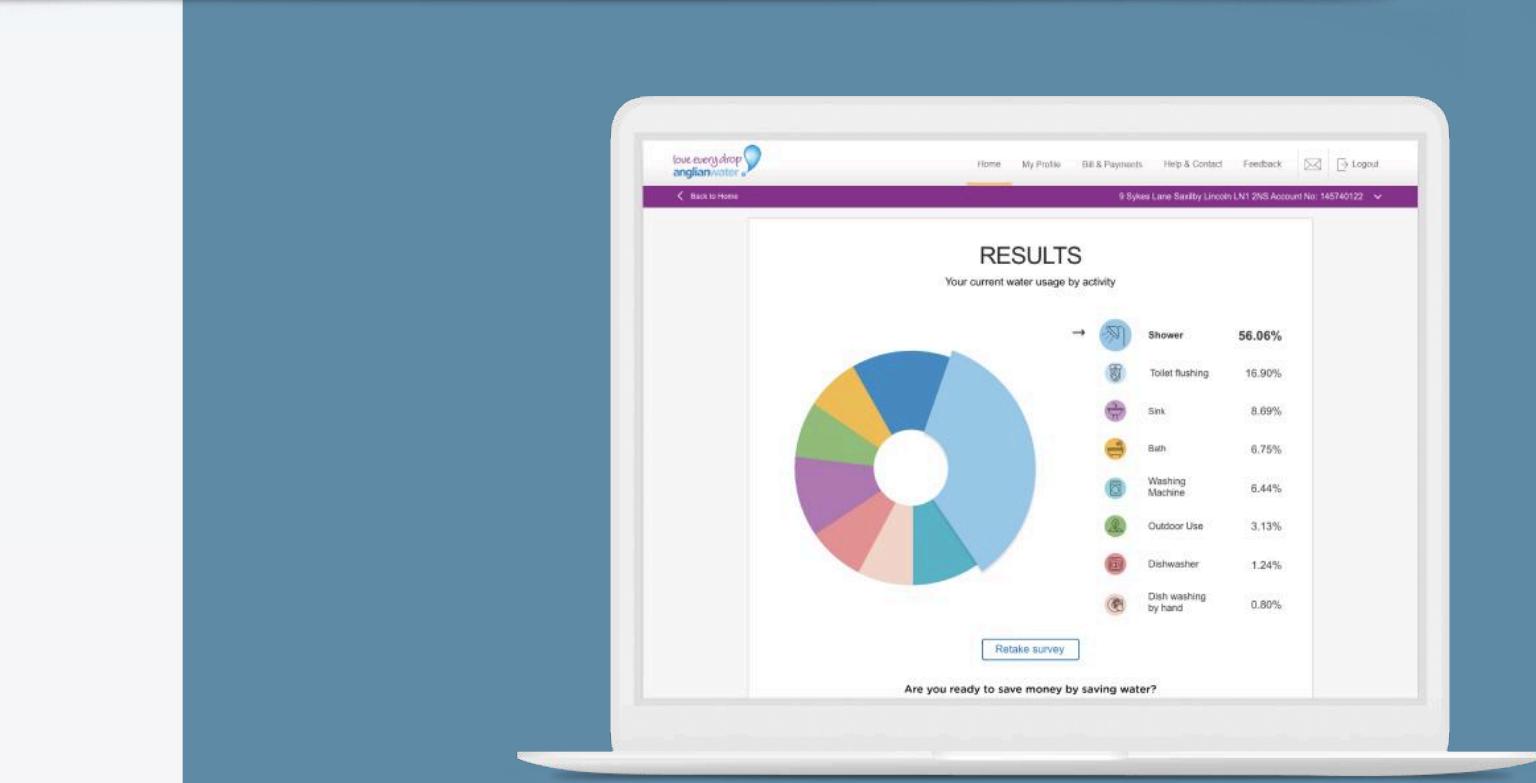
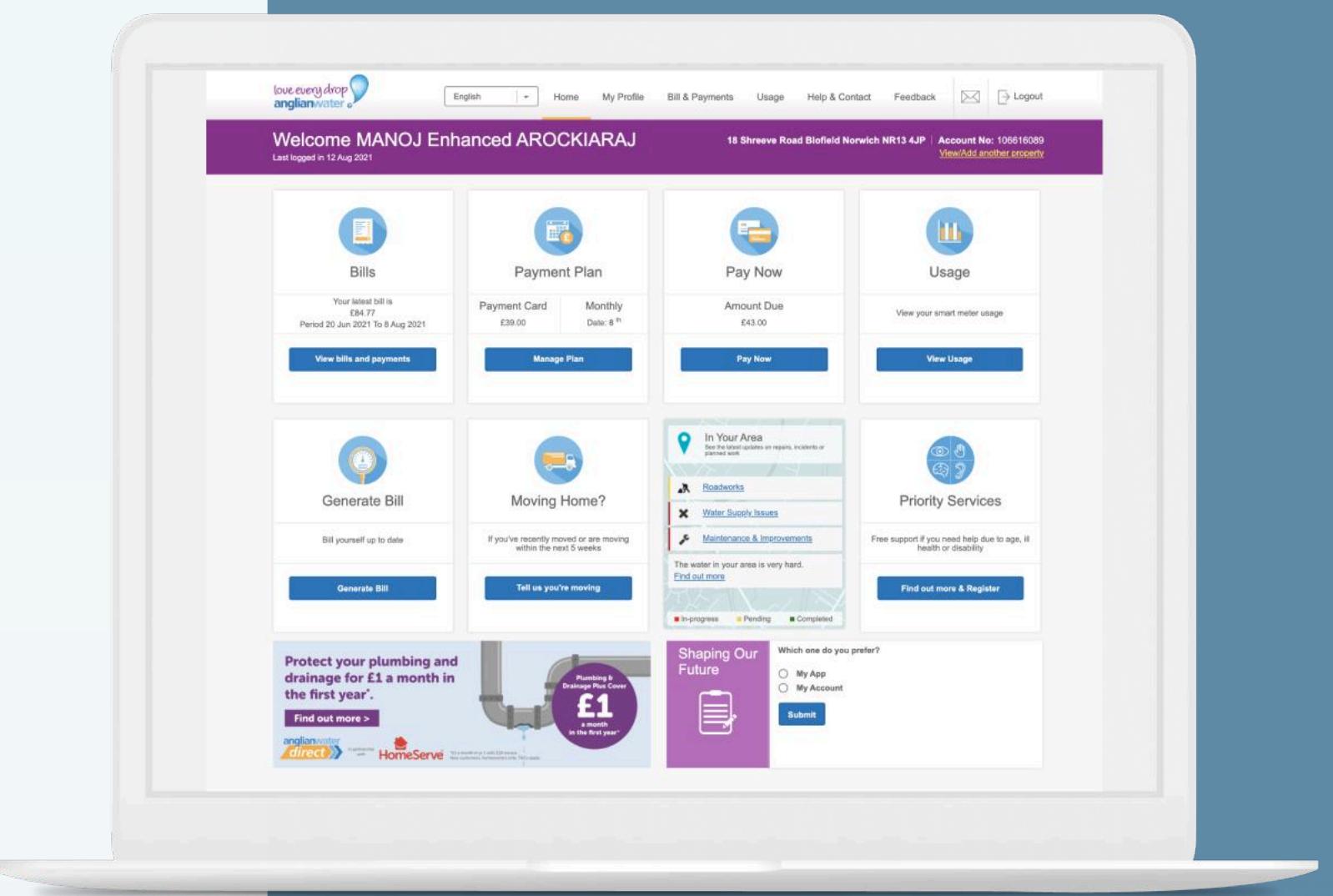
Utility self-service application

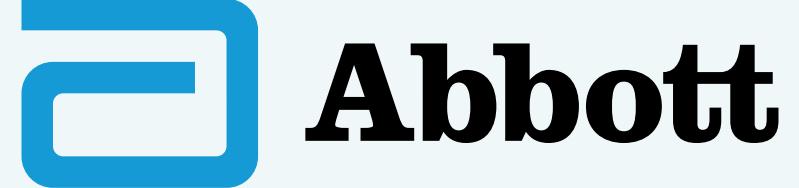
Brief

AnglianWater is a major water utility service provider and wanted to create a self-service web and mobile application for its users.

Responsibilities & Achievements

- Conducted usability studies to refine user needs and improve the overall experience.
- Mapped user journeys to align with business requirements and optimize task flows.
- Collaborated with business analysts and stakeholders to gather and refine requirements.
- Demonstrated new user journeys to the business team and incorporated feedback into designs.





Redesign of application for migration to AEM

Brief

As part of Abbott's global transformation of legacy systems to AEM based systems, the project involved migration of Japan divisional web application to AEM.

Responsibilities & Achievements

- Collaborated with business, developers, and stakeholders to align on requirements and expectations.
- Worked with Abbott's UX team to ensure adherence to existing brand guidelines, design system, and processes.
- Reused design system components with updated styling per departmental guidelines.
- Created visual designs while considering technical constraints of AEM.

The image displays three screenshots of the Abbott Japan divisional web application, illustrating the redesign process for migration to AEM.

- Top Screenshot:** Shows the homepage with a dark blue header containing the Abbott logo, "MY EVENTS", "MY PROFILE", and "LOGOUT". Below the header, there are tabs for "MEDICAL JOURNEY", "ABOUT THE MEDICAL JOURNEY", "NEWS", "QUALITY OF MEDICAL CARE", "PROCESS", "INNOVATION", "LEADERSHIP", and "EVENTS". The main content features a large image of a baby, the headline "A SUSTAINABLE FUTURE STARTS WITH HEALTH", and the subtext "WE'RE DESIGNING ACCESS AND AFFORDABILITY INTO OUR PRODUCTS". A "READ MORE" button is present.
- Middle Screenshot:** Shows a news section with a "NEWS" tab. It displays three news items with small images and headlines:
 - Promote diversity and inclusion by creating a system makes it easy to take time off
 - Promote diversity and inclusion by creating a system makes it easy to take time off
 - Promote diversity and inclusion by creating a system makes it easy to take time offA "SEE ALL STORIES >" link is at the bottom.
- Bottom Screenshot:** Shows a registration form for an event. The form is divided into three steps: 1. PERSONAL INFORMATION (with fields for Surname, Given name, Medical institution, Work phone, Belongs, Occupation, and Position), 2. LOGIN INFORMATION (with fields for Personal ID and Password), and 3. PREVIEW & SUBMIT. The "PERSONAL INFORMATION" step is currently active, showing fields for Ferguson, Hanna, Tokyo Medical, Pharma and Dental University, Molecular Biology & Genetics, Director, and E.g. Director. There are also checkboxes for Newsletter Subscription (Latest Articles, Seminars/Events, Promotional Information) and links for Terms of Service, Privacy Policy, and Privacy Policy - Japan.



Telecom solution targeted towards SMEs

Brief

Avaya's telecom solution for SMEs was a market leader with the solution deployed in tens of thousands of organizations. The work included creation of web and mobile solution for the product and migration of existing legacy functionalities.

Responsibilities & Achievements

- Conducted Primary and Secondary Research as well as Qualitative and Quantitative Research.
- Worked extensively on Information architecture and User Journeys across the application.
- As part of Avaya's UX team, adhered to brand guidelines and created visual designs accordingly.

The image displays three screenshots of the Avaya User Portal interface, illustrating various features:

- Sales Meeting (Laptop View):** Shows a video conference with nine participants. The participants are listed below their respective video thumbnails. A sidebar on the right shows a list of "Participants" with icons for "Add People" and "In this meeting". Control buttons at the bottom include "More", "Participants" (with a green notification badge), "Transfer", "Mute", "Hold", and "End".
- History (Tablet View):** Shows a list of call history entries. Each entry includes a thumbnail, user name, date, duration, and a set of call control icons. A search bar and delete history button are at the top, and a "CALL IN PROGRESS" notification for "Andrew Shaw" is visible on the right.
- Home (Mobile View):** Shows a welcome message "Hi, Alice!" and an upcoming meeting notice "Upcoming Meeting today at 11 am - Next release planning". It includes a search bar, "Parked calls", "Start a Meeting", and "Calendar" buttons.