Sneka Sampath

UX Design Manager

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Professional profile

- UX Design Manager with 7+ experience in driving digital product development
- Proficient in rapid team expansion, without compromising the 91% team engagement score
- Thought leader in the application of Behavioral Economics and data-backed design strategies
- Demonstrated history of cultivating top-performing team members who have garnered recognition across multiple departments
- Certified UX Manager from Nielsen Norman Group and certified UX Designer from University of Toronto

Awards and accolades

- CEO's award of excellence | 2022
- Emerging leader - Sun Life | 2022
- iStar Performance Award - Sun Life | 2021

- Gold Star - RBC Performance | 2018
- Quarterly Performance Award - RBC | 2018
- RBC Cloud Innovation Challenge - runner up | 2017

Work experience

UX Design Manager

Sun Life Insurance, Waterloo | Jul 2022 - Present

Leading a team of 8 UX Designers and UX Writers, supporting 6 squads working on B2B and B2C applications in retirement and wealth space to deliver high-quality user experiences. Responsible for working with business partners to evangelize design-first approach to product development. Established UX discovery and iterative design process in squads.

- Empowered my team to grow as high-performing UX practitioners, earning 3 org-level performance awards in 2022.
- Identified new opportunity space in backend teams and scaled my team rapidly by over 50%, leading to meaningful business partnerships.
- Pioneered engaging UX practitioners to identify gaps in internal operations team of 7 manually processing ~17k emails a week from sponsors and influenced the creation of a dedicated discovery team to create digital solutions to address the gaps.
- Ardent representative of the company in external events, mentoring high performing individuals and accountable for building Sun Life's UX career portal to attract and retain employees with Sun Life.

Senior UX Designer

Sun Life Insurance, Waterloo | Mar 2020 - June 2022

Responsible for partnering with business to identify goals; plan and facilitate workshops and design sprints to identify scope and create designs. Passionate about creating designs that balance user and business needs; making iterative design improvements based on feedback after each user test.

- Cultivated design sprints during ideation phase for concept sketching, reducing the number of design iterations by 57%.
- Strategized 3-year roadmap for Sun Life Direct to Client group retirement services members.
- Designed seamless user experience for transition products for Sun Life group retirement members, improving the conversion rate by 18%.
- Evangelized behavioural economics principles with product teams to understand user motivations in digital channels and provide better user experience.

Senior UX/UI Designer

RBC Insurance, Mississauga | Apr 2018 - Feb 2020

UX strategist for Insurance eApplications vertical, managing UX for 5 different products. Led a team of 5 designers, accountable for delegating workload and timely hand-off of deliverables.

- Mapped the end-to-end client journey through an extensive study of current clients and strategized the 5-year roadmap for all insurance applications.
- Partnered with business & research team to identify synergies across applications and designed a centralized hub for eApplications, resulting in online adoption rate of 63% from less than 5% and increased brand loyalty.
- Championed UX best practices and the significance of UX Designers in the agile space and built a team of 5 UX designers.
- Built a design system library for all insurance products, increasing consistency across the online insurance ecosystem.
- Streamlined design processes by advocating for transitioning from three distinct tools to a unified one, resulting in annual cost savings exceeding $10,000.

UX/UI Designer

RBC Insurance, Mississauga | Apr 2016 - Apr 2018

Identified design requirements based on business goals. Sole UX Designer in the Insurance agile domain, providing support across 3-5 concurrent projects. Accountable for creating rapid prototypes for user testing, creating wireframes and design specifications for hand-off.

- Designed wireframes and interactive prototypes based on business requirements.
- Created design assets for insurance claims web and mobile applications used by 1000s of users, streamlining the development process.
- Re-designed a simplified insurance web application using design best practices, increasing the online adoption rate by 10%.
- Partnered with UX researcher to identify user needs through testing and provided iterative designs for better experience.

Technical Systems Analyst

RBC Insurance, Mississauga | Jan 2016 - Apr 2016

- Handled small/medium projects with minor coding, coordinated with business partners across countries to move the project from development to production.
- Facilitated technical design meetings for solving issues in Insurance management systems.
- Automated system processes using C#, vbscript and JCL coding.

Education

- **Certified User Experience Designer**
  University of Toronto, Canada

- **Advanced Diploma - Information Technology Professional**
  Lambton College, Ontario

- **Bachelor of Technology - Information Technology**
  Anna University, India

Leadership training

- **New UX Managers**
  Nielsen Norman Group

- **Emerging Leaders program**
  Sun Life

References

References will be provided upon request.