

# Sneka Sampath

Seattle, WA | 647-336-0711 | [sampath.sneka@gmail.com](mailto:sampath.sneka@gmail.com) | [snekasampath.com](http://snekasampath.com) | [Linkedin](#)

## AWARDS

CEO's award of excellence, 2022  
Emerging leader - Sun Life, 2022  
iStar Award - Sun Life, 2021  
Tech&Ops Gold Star – RBC, 2018  
Performance Award Q2 - RBC, 2018

## LEADERSHIP TRAINING

New UX Managers, NN/g  
Emerging UX Leaders, Sun Life  
Behavioral Economics, Sun Life

## SKILLS

### Leadership

Design strategy  
Mentorship  
Building relationships  
Scaling design teams  
Standardizing design practices  
Design sprint

### Design

Interaction design  
Visual design  
Wireframing  
Prototyping  
User research/user testing  
Service design

### Tools

Figma  
Axure  
Sketch/InVision  
HTML/CSS  
Photoshop/Illustrator  
Adobe XD

## EDUCATION

User Experience Design  
Certification, University of Toronto

Information Technology  
Post Graduate Diploma, Lambton College

Information Technology  
Bachelor of Technology, Anna University

## PROFILE

- Design leader with 8 years of experience designing user-centric experiences and 3+ years managing UX teams.
- Spearheaded design strategy for ambiguous and complex Investment space, by partnering with business, service design & engineering teams, leading to cost savings of \$400k.
- Applied behavioral science & data-driven design strategies, resulting in \$158 million in deposits.
- Doubled my team size within 6 months, while retaining a high team engagement score of 91%.
- Owned and optimized design processes to drive organizational efficiency and productivity.

## EXPERIENCE

### UX Design Manager

*Sun Life Financial, Remote*

*Jul 2022 – Present*

Leading a team of UX Designers & UX Writers supporting B2B and B2C experiences. Evangelized design-first approach to product development and established the double-diamond UX discovery process.

- Defined product vision with cross-functional partners to understand current state gaps, built empathy maps and identified key opportunities with the biggest client impact.
- Streamlined design processes and empowered UX practitioners with the necessary tools, reducing design lead time by 62% with annual cost savings of \$500k.
- Implemented data-driven design practices including analytics funnels, UX research and behavioral audits to achieve product goals.
- Spearheaded the creation of a hub discovery team to identify & address the gaps in operations team processes. Eliminated manual processing of ~17k emails/week, achieved cost savings of \$400k.
- Built & mentored a high-performing UX team, earning 3 org-level performance awards.

### Senior UX Designer

*Sun Life Financial, Waterloo, ON*

*Mar 2020 – Jun 2022*

Designed scalable, user-centric experiences for the Wealth Investments space. Led discovery sessions with business partners to develop a shared vision and led design sprints to map & prioritize features. Set up feedback mechanisms to craft experiences that meet user & business needs.

- Reduced the number of design iterations by 57% by applying the double-diamond design process.
- Strategized a comprehensive 3-year client decumulation roadmap by partnering with business, engineering and end users.
- Built an intuitive end-to-end experience for wealth clients transitioning from employment loss, resulting in \$158M in retained assets and quadrupling the conversion rate from 6% to 24%.
- Conducted usability tests to iteratively improve client experience, reducing Time-on-Task from 21 minutes to 8 minutes.
- Reduced the client drop-off rate by 36% by applying behavioral heuristics to eliminate barriers.

### Senior UX/UI Designer

*RBC Insurance, Mississauga, ON*

*Apr 2018 – Feb 2020*

Managed and mentored a team of UX designers, accountable for workload management and timely delivery of design assets. Spearheaded UX strategy for the Insurance eApplications vertical, supporting 5 different insurance products.

- Built a 5-year design strategy for the overhaul and migration of large-scale insurance applications from paper to a unified digital platform.

- Uncovered synergies between products and designed a centralized hub for submitting & tracking insurance applications, that boosted brand loyalty and increased digital adoption by 58%.
- Championed UX best practices & the significance of UX Designers in agile teams and scaled my team to 5 UX designers.
- Built a design pattern library for the insurance vertical, increasing consistency by 64%.

### **UX/UI Designer**

*RBC Insurance, Mississauga, ON*

*Apr 2016 – Apr 2018*

Sole UX Strategist in the Insurance space, supporting 3-5 concurrent projects. Seamlessly executed the roles of Designer, Writer, and Researcher in the agile squad.

- Designed mobile apps, serving over a million clients and increased mobile sign-up rate by 23.8%.
- Streamlined design-to-development pipeline, resulting in a 59% reduction in design revisions.
- Piloted the migration of the first paper-to-digital life insurance application for third-party insurance brokers, and designed a scalable user experience, increasing the customer retention rate by 31.6%.
- Measured design usability through user testing and utilized the qualitative & quantitative feedback to guide subsequent design iterations.

### **Technical Systems Analyst**

*RBC Insurance, Mississauga, ON*

*Jan 2016 – Apr 2016*

Automated system processes using C#, vbscript and JCL coding. Facilitated meetings for technical design and problem-solving. Coordinated with other team members for successful project completion.

### **REFERENCES**

References will be provided upon request.