

Sneka Sampath

UX Architect

Contact

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Awards

- ★ iStar Award - Sun Life | 2021
- ★ Gold Star - RBC Performance | 2018
- ★ Quarterly Award - RBC | 2018
- ★ RBC Cloud Innovation Challenge - 3rd place | 2017
- ★ Student of the term nominee - RBC | 2016

Skills

COMPETENCY

Product design
Interaction design
Design sprint
Design systems
Rapid prototyping
Usability testing
Wireframing
Logo design

TOOLS

Axure
Sketch / InVision
Figma
Adobe XD
Photoshop
Illustrator

CODE / INTERACTION

Java
HTML
CSS

Work experience

● UX Architect

Sun Life Insurance, Waterloo, Ontario | Mar 2020 – Present

- Cultivated **design sprint** during ideation phase of project for concept sketching, thereby reducing the number of design iterations needed from 7 to 3.
- **Strategized 3-year roadmap** for Sunlife D2C channel group retirement members.
- Designed seamless end-to-end user experience using Pega platform for Sun Life group retirement members, increasing the **conversion rate from 6.2% to 11.27%**.
- Evangelized **Behavioral Economics** principles within the team to understand user behavior in digital channels and provide better user experience.

● Senior UX/UI Designer

RBC Insurance, Mississauga, Ontario | Apr 2018 – Feb 2020

- Mapped the end-to-end client journey through an extensive study of current clients and **strategized the 5-year roadmap** for all insurance applications.
- Championed UX best practices within the company and expanded the team to 5 designers in a span of 2 years, making UX designer role integral in every project.
- Standardized the usage of Axure tool from three other tools, resulting in cost savings of **\$2400/year** in software licenses.
- **Created a design system library** for all insurance products, increasing consistency across all applications.
- **Lead a team** of junior and co-op UX designers, delegated workload among the team members and helped the team deliver intuitive designs on time.

● UX/UI Designer

RBC Insurance, Mississauga, Ontario | Apr 2016 – Apr 2018

- Designed wireframes and interactive prototypes based on business requirements.
- Created design assets and UI specs for mobile applications.
- Acted as a subject matter expert and maximized synergies across all insurance eApplications.

● Technical Systems Analyst co-op

RBC Insurance, Mississauga, Ontario | Jan 2016 – Apr 2016

- Handled production tickets and maintenance issues in Documaker system.
- Automated ticket logging and solution implementation processes using batch jobs, C# and vbscript coding.

Education

● Certified User Experience Designer

University of Toronto, Canada | Apr 2019 – Dec 2019

GPA - 3.61/4

● Advanced Diploma-Information Technology Professional

Lambton College, Ontario | Sep 2014 – Apr 2016

GPA - 3.79/4

● Bachelor of Technology-Information Technology

Anna University, India | Aug 2010 – Apr 2014

GPA - 8.9/10