

# Sneka Sampath

## UX Design Manager

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## Personal profile

- Product design leader with over 7 years of experience in digital product development
- Ability to build and scale teams rapidly, while keeping the engagement scores high
- Thought leader of behavioural economics and data-driven design decisions
- UX certification from University of Toronto and UX Managers training from Neilson Norman Group
- Track record of creating high-performing employees getting recognition across teams

## Awards and accolades

- CEO's award of excellence nominee | 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 - 3rd place | 2017

## Work experience

### Senior UX Design Lead

Sun Life Insurance, Waterloo, Ontario | Jul 2022 - Present

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

- Empowering my team to grow as high-performing UX practitioners, earning 3 performance awards in 2022.
- Identified new opportunity space in backend teams and scaled my team rapidly, leading to meaningful business partnerships.
- Pioneered engaging UX practitioners to identify gaps in internal operations team of 7 manually processing all requests from sponsors and influenced the creation of a dedicated discovery team to create digital solutions to address the gaps.
- Passionate about representing the company in external events and mentoring other team members.
- Encourage continuous learning, every team member completed at least 2 trainings in 2022.

### Senior UX Designer

Sun Life Insurance, Waterloo, Ontario | Mar 2020 - June 2022

Responsible for partnering with business to identify goals; plan and facilitate co-creation workshops and design sprint sessions to identify scope, requirements and create designs. Dedicated in creating designs that strike a balance between user and business needs; making data-driven decisions by consistently measuring success of each iteration through user testing.

- Cultivated design sprints during ideation phase for concept sketching, reducing the number of design iterations from 7 to 3.
- Strategized 2-year roadmap for Sun Life Direct to Client channel group retirement members.
- Designed seamless user experience for transition products for Sun Life group retirement members, increasing the conversion rate from 6.2% to 24%.
- Evangelized behavioural economics principles with the product teams to understand user motivations in digital channels to provide better user experience.

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## UX Design Manager

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### Senior UX/UI Designer

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

Owned and acted as UX strategist for Insurance eApplications vertical, managing UX for 5 different products. Lead a team of 5 designers, delegated workload and accountable for timely hand-off of deliverables.

- Partnered with business & research team to identify synergies across applications and designed a centralized hub for eApplications, creating efficiencies for clients, resulting in brand loyalty and online adoption rate of 63%.
- Championed UX best practices and value of UX Designers in the agile space, grew the team to 5 UX designers from 1
- Built a design system library for all insurance products, increasing consistency across all applications.
- Conducted an extensive study on all design tools, moved from 3 different tools to 1, saving the team over \$2000/year for each team member in licensing costs.

### UX/UI Designer

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

Identified design requirements based on business goals. Acted as the only UX Designer in the agile space supporting 3-5 projects within Insurance space. Accountable for creating rapid prototypes for user testing, creating wireframes and design specs for developer hand-off.

- Designed wireframes and interactive prototypes based on business requirements.
- Created design assets and UI specs for web and mobile applications.
- Re-designed a web application using design best practices, increasing the online adoption rate by 10%.
- Partnered with UX researcher to identify user gaps and provide iterative designs.

### Technical Systems Analyst

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

- Handled production tickets and maintenance issues in Insurance systems. Facilitated technical design meetings.
- Automated system processes using C#, vbscript and JCL coding

## Education/Certifications

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- Certified User Experience Designer  
University of Toronto, Canada | 2019
- Advanced Diploma in Information Technology Professional  
Lambton College, Ontario | 2016
- Bachelor of Technology in Information Technology  
Anna University, India | 2014

## Leadership training

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- Neilson Norman Group - New UX Managers
- Emerging Leaders Program - Sun Life