

Sneka Sampath

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AWARDS

CEO's award of excellence, 2022
Emerging leader - Sun Life, 2022
iStar Award - Sun Life, 2021
RBC T&O Gold Star, 2018
Performance Award Q3 - 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
Wireframing
Prototyping
User research/user testing
Journey/service design

Tools

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

EDUCATION

User Experience Design
Certification, University of Toronto

Information Technology
Advanced Diploma, Lambton college

Information Technology
Bachelor of Technology, Anna University

PROFILE

- Design Manager with 7.5 years of experience driving digital UX design.
- Change leader in the application of Behavioral Economics & data-driven design strategies.
- Cultivated top-performing UX team earning multiple accolades across organizations.
- Spearheaded projects throughout end-to-end lifecycle, delivering exceptional results.
- Owned and optimized design processes to drive organizational efficiency & productivity.

EXPERIENCE

UX Design Manager

Sun Life Financial, Waterloo | Jul 2022 – Present

Leading a team of 8 UX practitioners, working on B2B and B2C applications in wealth and retirements space. Evangelizing design-first approach to product development and established UX discovery.

- Influenced stakeholders and streamlined design processes, reducing design lead time by 62% with a projected annual cost savings of \$500k.
- Implemented data-driven design practice to achieve product goals.
- Spearheaded the creation of a dedicated hub discovery team to identify & address the gaps in operations team processes. Automated the inquiry intake process, eliminating manual processing of ~17k emails/week, estimated cost savings of \$400k.
- Hired & developed high-performing UX practitioners, earning 3 org-level awards.
- Scaled my team by 50% in 4 months, while achieving a 91% team engagement score.

Senior UX Designer

Sun Life Financial, Waterloo | Mar 2020 – Jun 2022

Led discovery sessions with business partners to develop a shared vision, led design sprints to map & prioritize features. Set-up feedback mechanisms, which were incorporated for designing user experiences that meet both user and business needs.

- Reduced the number of design iterations by 57% by creating design discovery process.
- Partnered with internal teams and external clients to create comprehensive service blueprints and strategized 3-year roadmap for Sun Life investment clients.
- Quadrupled the conversion rate of a transition product from 6% to 24%, realizing \$109M revenue in first 10 months post-launch.
- Eliminated behavioral barriers for members by using behavioral economics heuristics, reducing drop-off rate by 36%.
- Contributed to the evolution of UX design system library by creating and testing new design components with real users.

Senior UX/UI Designer

RBC Insurance, Mississauga | Apr 2018 – Feb 2020

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

- Built a 5-year design strategy for the overhaul and migration of large-scale insurance applications to a unified digital platform.
- Uncovered synergies across insurance applications to build a centralized hub, resulting in enhanced brand loyalty and an uptick in digital adoption by 58%.

- Championed UX best practices and the significance of UX Designers in the agile space and scaled my team to 5 UX designers.
- Built a design pattern library for insurance vertical, increasing consistency by 64%.
- Streamlined design processes by transitioning from three distinct tools to a unified one, resulting in annual cost savings exceeding \$10,000/yr.

UX/UI Designer

RBC Insurance, Mississauga | Apr 2016 – Apr 2018

Sole UX Strategist in the Insurance agile space, providing support across 3-5 concurrent projects.

Accountable for developing rapid prototypes for user testing, creating wireframes and design specifications. Seamlessly executed the dual role of Designer and Writer.

- Designed prototypes for mobile applications, serving over 1 million clients and increased mobile sign-up rate by 23.8%.
- Streamlined design-to-development pipeline, resulting in 59% reduction in design revisions requested by development team.
- Piloted the migration of first paper-to-digital life insurance application for third-party insurance brokers, and designed scalable user experience, thereby increasing the customer retention rate by 31.6%.
- Measured design usability by partnering with UX researcher, utilized the qualitative & quantitative feedback to guide subsequent design iteration.

Technical Systems Analyst

RBC Insurance, Mississauga | Jan 2016 – Apr 2016

- Automated system processes using C#, vbscript and JCL coding.
- Handled small to medium projects with minor coding, coordinating with other team members (onshore and offshore) to move the project from development to production.

REFERENCES

References will be provided upon request.