

Sneka Sampath

UX Design Manager

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Personal profile

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

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 - 3rd place | 2017

Work experience

UX Design Manager

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 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.
- Passionate about representing 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, Ontario | 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. Dedicated in creating designs that strike a balance between user and business needs; making data-driven decisions by consistently measuring success of each user testing iteration.

- Cultivated design sprints during ideation phase for concept sketching, reducing the number of design iterations from 7 to 3.
- 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, increasing the conversion rate from 6.2% to 24%.
- Evangelized behavioural economics principles with product teams to understand user motivations in digital channels and provide better user experience.

Sneka Sampath

UX Design Manager

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, 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% and increased brand loyalty.
- Championed UX best practices and significance 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 the online insurance ecosystem.
- Standardized design practices and proposed the move to 1 design tool from 3 different tools, leading to cost savings of over \$10,000/year.

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 Insurance agile space supporting 3-5 projects. Accountable for creating rapid prototypes for user testing, creating wireframes and design specs for 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 and facilitated technical design meetings.
- 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**
Neilson Norman Group
- **Emerging leaders program**
Sun Life

References

References will be provided upon request.