Sneka Sampath

Seattle, WA | 226-790-5414 | sampath.sneka@gmail.com | 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
Journey/service design

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

PROFILE

- Design Leader with 8 years of experience driving digital UX design.
- Change leader in the application of behavioral science & data-driven design strategies.
- Spearheaded design strategy for ambiguous and complex environments by partnering with business & engineering teams.
- Cultivated top-performing UX team earning multiple accolades across organizations.
- Owned and optimized design processes to drive organizational efficiency & productivity.

EXPERIENCE

UX Design Manager
Sun Life Financial   *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 double-diamond UX discovery process.

- Influenced stakeholders and streamlined design processes, reducing design lead time by 62% with a projected 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 the manual processing of ~17k emails/week, estimated cost savings of $400k.
- Built & developed high-performing UX practitioners, earning 3 org-level performance awards.
- Scaled my team by 50% while achieving a 91% team engagement score.

Senior UX Designer
Sun Life Financial   *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 to craft experiences that meet user & business needs.

- Reduced the number of design iterations by 57% by applying double-diamond design process.
- Strategized a comprehensive 3-year client decumulation roadmap by partnering with business, engineering and end users.
- Built an intuitive experience for wealth clients transitioning from employment loss, resulting in $158M in retained assets and quadrupling the conversion rate from 6% to 24%.
- Reduced the client drop-off rate by 36% by applying behavioral heuristics to eliminate decision barriers.
- 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   *Apr 2018 – Feb 2020*

Managed and mentored a team of UX designers, accountable for workload management & 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 to a unified digital platform.
- Uncovered synergies between products to build 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 insurance vertical, increasing consistency by 64%.
- Streamlined design processes by transitioning from three distinct tools to a unified one, realizing annual cost savings of $10,000/yr.

UX/UI Designer

RBC Insurance   *Apr 2016 – Apr 2018*

Sole UX Strategist in the Insurance agile space, supporting 3-5 concurrent projects. Accountable for developing rapid prototypes for user testing, creating wireframes and design specifications. 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 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, 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   *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.

EDUCATION
User Experience Design
Certification, University of Toronto

Information Technology
Advanced Diploma, Lambton College

Information Technology
Bachelor of Technology, Anna University

REFERENCES
References will be provided upon request.