

Achievements

- 24% increase in user satisfaction for the retirement consultant RWD application
- 60% increase in sales personnel productivity via tablet application for LifeSciences client
- 78% reduction in number of days needed for on-boarding process for retirement client (reduced to 20 days from 90 days)
- 90% of my designs is/was in production - Expert in production ready design

Experience

Product Designer

Cognizant Technology solutions - TIAA CREF, Charlotte - NC
September 2017 to Present

- Handling two major application experience for retirement Institutional & Consulting firm products for the retirement industry.
- Redesigned the entire application experience for one of the institutional products which Increased 50% of users base and 45% of new plans been onboarded
- Improved ADA standards from A to AA for all retirement institutional products
- Collaborate with project contributors, technology teams, business stakeholders, data scientists and multidisciplinary teams to create user-focused concepts and interactive solutions for Institutional based applications.
- Designs and solutions are delivered with Agile methodology
- Ensure consistency across all our institutional products & integrations by adhering to our style guide and making updates when necessary. Work with front-end developers to eliminate inconsistencies
- Use formal and informal methods to test the features with users

Senior UX Consultant

Cognizant Technology solutions - For Largest retail banking, Atlanta - GA & Tampa - FL
August 2015 - September 2017

- Designed the omni channel user experience for a retail banking website
- Created a design system component library with Adobe Experience manager
- Agile streamlined workflows as Senior UX consultant and liaison for multiple applications under one direct line of business unit.
- A part of a larger project scrum team that are re engineering legacy processes and making them more tangible for the in house user.
- Redesign the mega menu user experience. Increased 80% of users able to navigate the sections and Reduced number of clicks
- Decreased 80% of fail search results by designing Artificial Intelligence search
- Conduct and drive research, planning, facilitate co-creative workshops, manage user research, testing, customer journey mapping, business process mapping etc

UX Strategist

Cognizant Technology solutions - Mobility, Chennai, India
March 2012 - Aug 2015

- Designed 10 - B2B native mobile / table applications on iOS and Android for Retail, Banking and Financial Insurance industry.
- Identified and contributed with fresh ideas by keeping a pulse on trends leveraging best practice, new technologies and tactics.
- Performed status reporting, estimation, planning, and execution of projects with specific focus on requirement analysis and design.

UI Designer - Senior Associate

Cognizant Technology solutions - Corporate Marketing & Communications
March 2009 - April 2011

- Developed concepts, collaborated and presented innovative digital communication campaigns that produced measurable results.
- Mentored budding designers. Shared experience about innovative ideas in creative designing, branding, layouts/fonts/colors.
- Worked with SMEs to refine ideas by incorporating feedback throughout the process.
- Designed strategic/digital communication for organizational initiatives.

Junior Visualizer & Studio Designer

Interface Communication, November 2005 - April 2008

Created visuals and artwork for digital and print media and worked closely with client servicing teams to understand requirements.

Education

Bachelor of Science (Visual Communication)
University of Madras, March 2005

HFI Academy - Certified Usability Analyst
Credential ID 2021 - 8025

Skills

Implementation & Out of Box

Multi perspective in identifying and understanding a problem - Executed Design sprints, Agile & Lean UX - Cross domain and functional design

Research

Surveys - Interviews - Usability Test - Comparative Test - Card Sorting

Methods and Deliverables

Personas - User Journey map - User Flow - Wireframe - Prototypes - Visual Design - Style guides