

# Abhishek Taware

## Sr. UX Designer

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### Work Experience

#### IBM / Sr.UX designer

MAY 2022 - PRESENT, PUNE.

Led end-to-end UX strategy for a manufacturing client in the power sector, driving CMMI advancement through Industry 4.0 and AI-led solutions to streamline operations.

Spearheaded UX for an offering management platform—collaborated with stakeholders, defined research plans, led usability studies, and delivered iterative design solutions.

Co-led AI-driven design for a U.S. telecom giant—identified business use cases, conducted discovery workshops, and partnered with development to deliver 3 MVPs, reducing operational costs and improving order processing.

Directed UX strategy in an RFP initiative for a leading South African telecom—conducted market and user research, crafted solution roadmaps, and presented design recommendations to senior leadership.

Partnered with engineering leaders to co-develop a cross-functional PoC using RPA for accessibility and functional testing—delivered actionable insights and aligned the scope with tech constraints and leadership vision.

Designed and implemented UI for a commercial banking application—supported design ops via Jira, collaborated with POs, BAs, and design peers to enhance product offerings.

Mentored junior designers internally and through external programs; facilitated design thinking workshops for new hires and cross-functional teams.

Led & facilitated numerous design thinking workshops in person and online, for new hires and existing associates.

Contributed to design operations—streamlined internal workflows for device allocation and change requests, potentially reducing turnaround time by 20–30%.

#### nextUX / UX Designer

OCT 2021 - DEC 2021, PUNE.

Led UX design initiative for a B2B2C Ad-tech media buying DSP to strategise and design interfaces defined in the PRD. Conducted thorough design audits along with version facelifting.

#### Springboard / UX Design Career Track

NOV 2020 - DEC 2021, PUNE.

Led strategy, research and design of MVP for a E-Courtroom platform for Indian Judiciary to conduct their proceedings online.

Led strategy and design, conducted usability testing using lean UX methodologies with modified GV design sprint framework to design MVP of a mobile app, for freelancers and remote workers in New York to find public places to work from.

Product design for a startup that helps people make friends and attend events.

#### Studio Incubator / UX/UI Design

MAR 2020 - AUG 2020, PUNE.

Conducted research and designed an MVP mobile application solution for pet owners to take better care of their pets, and promoting animal welfare through cross industry positioning across pet care, .e-commerce & animal welfare.

#### Habitat visuals / Interior design & visualisation (Freelance)

JAN 2018 - SEPT 2019, PUNE.

Designed interior spaces and crafted 3D visualisations. Negotiated contracts & managed agencies & supervised design executions. Worked in collaboration with partner architects and designers

#### Design Foundry / Interior & architecture design

OCT 2014 - MAY 2017, PUNE.

Designed residential and commercial spaces. Drafted and revised interior & architecture drawings in compliance with development control guidelines. Assisted with project planning & managing agencies onsite and client requirements.

### Hard Skills

#### Strategy

- Value proposition canvas • Kano model
- Business opportunity canvas
- Business model canvas • Prioritisation grid
- Service blueprint • Journey mapping
- Value orchestration ( TAM, SAM, SOM)
- Value tree • UX roadmapping

#### Design

- UCD/HCD • Design thinking • ACD • EDT • Design thinking • Design sprints • Task flows • Affinity mapping • Concept sketching
- Wireframes & mockups • Style guides
- Design systems • Interaction design • Service design • Information architecture.

#### Research

- Planning, recruiting, testing.
- Screener surveys • User interviews
- A/B testing • Task analysis
- Contextual enquiry • Cognitive walkthrough
- Usability testing (scope, plan, recruit, script, interview, report )
- Defining opportunities & prioritisation.

#### Development

- HTML • CSS • Bootstrap 4 • Javascript

### Soft skills

- Leadership and Team Management
- Stakeholder management
- Coaching & mentoring
- Communication and Presentation Skills
- Collaboration with Cross-Functional teams
- Problem Solving and Critical Thinking
- Adaptability and Flexibility
- Time Management and Prioritisation
- Empathy and User-Centric Mindset
- Decision Making and Strategic Planning
- Conflict Resolution and Negotiation
- Creativity and Innovation
- Active Listening and Feedback Incorporation
- Emotional Intelligence and Relationship Building

### Education

#### Springboard

UX / HCI specialisation

NOV 2020 - DEC 2021, PUNE.

700+ hours of immersive course content, guided by 1:1 industry expert mentorship. Completed 3 portfolio projects and mastered skills in: information architecture, sketching & wire-framing, prototyping & testing, eCommerce, persuasive design, gamification, dashboards & data visualisation, social media strategy, and product lifecycle management.

#### Pune University

Bachelors in Commerce

MAY 2011 - MAY 2014, PUNE.

Undertook market research for real estate development in Pune, Maharashtra.