



EXPERIENCE

Senior Manager UX  
Target (Bangalore, India)  
Jun 2022 - Feb 2023

RESPONSIBILITIES

- Initiate the **Design Ops** with global and cross functional teams to improve the efficiency of design process, design guidelines, standards and information workflow. Work closely with senior management to **align design initiatives** with business goals and create seamless transitions.
- Lead and manage a team of designers including **hiring, training, and mentoring** team members in a decentralised design team environment. Provide guidance, set objectives, and ensure the team's overall performance and productivity
- Oversee multiple design projects simultaneously and also **collaborate with stakeholders, and cross functional teams** to define the initial project scope and timelines. **Allocate resources** effectively, monitor progress, and ensure that projects are delivered on time and within budget.
- Act as a **bridge between design teams and other departments**, such as research, accessibility, marketing, engineering, and product management. Ensure that design requirements are understood, and that the design team's contributions are integrated seamlessly into the overall product ecosystem and **avoid design debts**.
- Responsible for maintaining high-quality design outputs. **Review and provide feedback** on individual design work along with the entire design team on a weekly call basis, ensuring that it meets the desired heuristics and standards of UX. Promote continuous improvement by encouraging the **adoption of best practices, design innovation, exploring new design tools and technologies, and staying updated on industry trends**.
- Involve in **budget planning and resource allocation**. Collaborate with finance and procurement departments to determine design-related expenses, such as software licenses, equipment, and external contractors. Optimize resource allocation to maximize efficiency and ensure that the team has the necessary **tools and support**.

Senior Staff UX Designer  
Fourkites (Bangalore, India)  
Sep 2021 - May 2022

- Provided **leadership and strategic direction in UX design initiatives**. Collaborated with stakeholders to understand business goals, user needs, and project requirements, and translated them into effective UX design strategies.
- Conducted **user research** activities to gain insights into user behaviors, needs, and motivations. **Analyzed research findings and data** to inform design decisions and identify opportunities for improving the user experience.
- Defined the **information architecture** of digital products or platforms. Organized and structured content, navigation systems, and information hierarchies to ensure a logical and intuitive user experience.
- **Designed and prototyped interactive user interfaces and experiences**. Created wireframes, user flows, and prototypes to illustrate user interactions and validate design concepts through user testing and feedback.
- **Developed and maintained design systems and guidelines** that ensure consistency and coherence across different products or platforms. Defined design patterns, components, and style guides to guide the UX design process.
- **Collaborated with cross-functional teams** such as product managers, developers, visual designers and content writers. Worked closely with these teams to align on project goals, requirements, and ensure the successful implementation of UX design solutions.
- Integrated **accessibility considerations into design solutions** to ensure usability for users with disabilities. Advocated for inclusive design practices and considering diverse user needs and perspectives.
- **Mentoring and guiding senior and junior UX designers** by sharing knowledge, providing feedback, and fostering their professional growth. Collaborating with peers and contributing to a culture of collaboration and knowledge sharing within the UX design team.

Senior Interaction Designer  
Signify (Philips Lighting, Bangalore, India)  
Feb 2016 - Aug 2021

- Took the initiative to **work independently and provided guidance** to two design teams based in Bangalore (BLR) and the Netherlands (NL).
- Led and **managed the scrum teams** within the Agile Release Train, ensuring smooth and efficient operations.
- Held **SAFe certification** as a Product Manager/Product Owner (PM/PO) and Scrum Master, demonstrating expertise in Agile methodologies.
- Managed and served **multiple businesses and stakeholders remotely**, ensuring effective communication and collaboration.
- Conducted **remote user interviews and testing**, as well as visited customer locations for ethnographic research purposes.
- Played a significant role in the **development of the Design Language System** 'Interact', contributing valuable insights and ideas.
- Created and maintained **product roadmaps for the Design teams**, providing strategic direction for their work.
- **Oversaw the entire design life cycle**, from the requirement phase to the handover to development, and conducted both quantitative and qualitative research as needed.
- Contributed to **program epic backlog** and participated in product architectural discussions, influencing key decisions.
- Led and guided the design team in **successful quarterly Program Increment** planning events.
- Acted as an **active Product Owner (PO)** for several projects, proposing Minimum Viable Products (MVPs), writing user stories, and creating backlogs for the team to work on during Program Increments.

Senior Software Engineer  
Amadeus  
Feb 2013 - Feb 2016

- User Interface design, wireframing and prototyping
- User Research and Analysis
- Information Architecture
- Design Systems and Guidelines
- Front-End Development
- Responsive Design
- Cross-Browser Compatibility
- Accessibility
- Version Control and Deployment

Visualization specialist  
Nabler Web Solutions  
Oct 2012 - Feb 2013

- Data Analysis and Interpretation
- Dashboard interaction design
- Data Mapping and spatial visualizations
- Transforming complex data into meaningful visual representations

Web designer  
Hawkzweb  
Apr 2007 - Oct 2012

- Graphic Design for Print and Digital Collateral
- Typography and Layout Design
- Image Editing and optimisation
- Branding and Identity Design
- Client Communication
- Content Management Systems (CMS)
- Web Graphics and Multimedia animations
- Responsive Design

EDUCATION

M.Sc Psychology  
(Couselling Psychology)  
Pursuing

B.C.A  
(Bachelor of Computer Applications)

CERTIFICATION

Certified Usability Analyst  
(CUA) from Human Factors  
International (HFI)

Project Manager/Product Owner  
from Scaled Agile Framework (SAFe)

SKILLS

**Design Management:** Design Thinking, Leadership, Communication, Project Management, Team Building and Collaboration, Strategic Thinking, Design Evaluation and Metrics, Design Operations, Design Systems, Business Acumen, Adaptability and Resilience, Continuous Learning

**Design:** User Research, Interaction Design, Data driven design decision making, User Testing, Information Architecture, Visual Design, Usability Evaluation, UX Writing, Prototyping and Tools, Collaboration and Communication, Empathy and User Advocacy, Analytical Thinking, Accessibility, Contextual Inquiries, Empathy mapping, Customer journey mapping, Rapid prototyping, Story telling with prototypes

**Tools:** Sketch, InVision App + Craft, Adobe XD, Adobe, Photoshop, Miro, Trello

**Strategy & Collaboration:** Design thinking, UX strategy, Product Design, SAFe Practitioner, SAFe PM/PO, Product Ownership, Psychology Counselling

**Programming:** HTML, CSS, JQuery, JavaScript