



GOUTAM SARKAR

Senior UX Design Consultant & Creative Leader

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CUA™ | CXA™ | PSPO® | PSM® | HCI (IIT Bombay) | Design Thinking (IIT Guwahati) | MCA

Strategic Design Leader with 20+ years of experience in driving digital transformation, UX governance, and persuasion engineering for global Fortune 500 clients including American Express, Disney, and Novartis.

SKILL SET	PROFILE SUMMARY
<p>Design Thinking & Innovation</p> <p>User-Centered design (UCD)</p> <p>User Experience Design (UX)</p> <p>Visual Design (VD)</p> <p>Creative Leadership</p> <p>Project Management</p>	<ul style="list-style-type: none">• Strategic Senior UX Consultant & Creative Leader with over 20+ years of experience in driving digital transformation, User Experience (UX) governance, and persuasion engineering. Proven track record of leading cross-functional teams to deliver mobile-first, responsive digital solutions for global Fortune 500 clients including American Express, The Walt Disney Company, Abbott Laboratories, Walgreens, Novartis, Eli Lilly, ADP, Warner Bros. Discovery, KeyBank, Mazda, PSA Group, Nokia.. Expert in bridging the gap between complex business requirements and user-centric design to drive measurable impact.• Executive Leadership: Expert in leading cross-functional teams (Product, Design, Engineering) to scale design operations and establish global hiring standards• Strategic Advisory: Trusted advisor to C-suite stakeholders and directors on usability ROI, design thinking workshops, and complex SaaS ecosystem roadmaps.

CORE COMPETENCIES

- **UX Governance & Maturity:** Standardizing design systems (Atomic Design), UI style guides, and SDLC integration.
- **Operational Excellence:** Resource allocation, project planning and estimation, and cross-location team leadership (10+ associates).
- **Strategy & Leadership:** Design Thinking, UX Governance, Project Management, Agile/Scrum Leadership, Resource Allocation.
- **User-Centered Innovation:** Contextual inquiry, heuristic evaluation, experience mapping, and usability testing.
- **Research & Design:** User-Centered Design (UCD), Information Architecture, Usability Testing, Experience Mapping, Responsive Atomic Visual Design.
- **Tools & Technology:** Figma, Adobe XD, Sketch, Balsamiq, Maze, Jira, Azure, HTML/CSS (Basic).

KEY STRATEGIC OUTCOMES

- Awarded '**Innovator of the Year**' by Harman Connected Services for conceptualizing and delivering the Ossur healthcare app, a breakthrough mobile solution improving patient rehabilitation tracking.
- **Retained multimillion-dollar account** (AstraZeneca) through creative overhaul, winning 'Oscar' Award for Best Design.
- **Launched first-ever responsive platform** for American Express UK, increasing cross-device user retention.
- **Reduced front-end development cycles by 25%** for Ellucian through the implementation of a global Atomic Design System.
- **Secured long-term consulting revenue** from Carestream Dental (USA) following strategic onsite usability audits.

ORGANISATIONAL EXPERIENCE

Since Mar'15 Growth Path: Mar'15 to Till Date	Harman Connected Services Corporation India Pvt. Ltd. (a Wipro Subsidiary), Bangalore, Karnataka Principal Engineer, Experience Design
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- **Led the UX strategy and design lifecycle for Ellucian**, a global leader in higher education technology.
Action: Established a mobile-first responsive design pattern and conducted end-to-end user testing and wireframing. Directed the transition to a mobile-first responsive native platform, resulting in unified student workflows.
Result: Successfully unified fragmented student workflows into a seamless digital experience, ensuring timely delivery through optimized project planning and resource allocation.
- **Advised senior leadership at Carestream Dental (USA)** during onsite assessments to identify high-impact UX improvements. Conducted onsite stakeholder interviews to identify critical workflow bottlenecks and presented an actionable UX roadmap.
Action: Executed the scaling of the design team by developing hiring standards and mentoring designers.
Result: Built a high-performance team culture that consistently met a high bar for creative excellence and business excellence.
- **Executed Scaled Operations:** Mentored a high-performance design team, improving quality delivery and meeting 100% of project SLAs.

Key Result Areas:

- Working on:
 - Mobile First Responsive Web UI/UX MAC platforms such as Figma, Adobe XD, Sketch, InVision, Balsamiq, Photoshop, Illustrator, InDesign.
 - Clients - GOC as Ellucian on the leader in higher education technology domain.
- Research and Planning on UX design pattern, interaction design, wireframing, visual design, user testing.
- Responsible for:
 - Conceptualizing, visualizing, and designing RIA and designing prototypes
 - UCD, usability consulting and experience design for Ellucian mobile first responsive native or web-based application.
- Designing, developing, and implementing workflow plan; handling various phases of interface development based on technical specifications; creating standards and style guides for visual renders
- Estimating the workflow for visual design and development in terms of project planning, deadline, and resource allocation.
- Handling the design, development, testing, troubleshooting, and debugging of the web applications across platform
- Setting up and maintaining design process, documentation, and quality standards for all phases of the SDLC
- Communicating with business users/stakeholders to gather requirement specifications and scoping the project
- Conducting system study, coordinating with team members for product documentation, system design & integration, coding, application maintenance, etc.
- Delivering & implementing projects as per scheduled deadlines, extending post-implementation and maintenance support
- Managing smooth implementation and testing of applications at internal testing environment/clients' location
- Suggesting appropriate as well as technology-based solutions for enhancing functional efficiency of the organization and achieving business excellence
- Creating Mobile First Responsive UI UX Design for multiple clients

Nov'10-Feb15 Growth Path: Nov'10 to Jan'12 Jan'12 to Feb 15	Cognizant Technology Solutions, Hyderabad, Telangana as - Senior Associate Visual UI Designer, Project Lead Associate Visual UI Designer, Lead Senior Associate Visual UI/UX Designer, Project Manager
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- **Led a team of 6 associates** for the end-to-end responsive redesign of the American Express (UK) ecosystem.
Action: Managed the design and development of native Android, iPhone, and iPad applications alongside the web platform.
Result: Launched the brand's first responsive site in the UK, significantly enhancing cross-platform user engagement.
- **Advised National Training Initiatives:** Designed and webcasted UX design principle training sessions for 500+ employees across India.
- **Executed Project Management:** Handled resource allocation and estimation across multiple global locations for Disney

and

Novartis.

- **Executed a high-stakes design overhaul for AstraZeneca (Dutoprol)** in collaboration with the marketing team.
Result: Directly contributed to retaining the account and was awarded the 'Oscar' Award for Best Design of the Year at Cognizant.

Key Result Areas:

- Working on:
 - Web platforms such as Visio, Photoshop with Image Ready, Fireworks, Illustrator, InDesign, Dreamweaver, HTML5, CSS3, Adobe EDGE, Flash with Action Script, Web 2.0, CSS, Div Based Web site and Java Script
 - Clients such as American Express, Abbott Laboratories, ADP, Novartis, Warner Brothers, Disney, Invensys, AETN Digital, Walgreens, Torus Insurance, American Express, Key Bank and ING Vysya Bank
- Identifying designing and branding requirements for web applications.
- Responsible for:
 - Conceptualizing, visualizing and designing RIA and designing prototypes
 - UCD, usability consulting and experience design for American Express.
- Designing, developing and implementing workflow plan; handling various phases of interface development based on technical specifications; creating standards and style guides for visual renders
- Estimating the workflow for visual design and development in terms of project planning, deadline and resource allocation.
- Mentoring junior's designers on quality deliverables.
- Handling the design, development, testing, troubleshooting and debugging of the web applications
- Setting up and maintaining design process, documentation and quality standards for all phases of the SDLC
- Communicating with business users/stakeholders to gather requirement specifications and scoping the project
- Establishing process setup and monitoring the development and conducting code review, debugging and troubleshooting the application for Cognizant internal project.
- Conducting system study, coordinating with team members for product documentation, system design & integration, coding, application maintenance, etc.
- Delivering & implementing projects as per scheduled deadlines, extending post-implementation and maintenance support
- Managing smooth implementation and testing of applications at internal testing environment/clients' location
- Suggesting appropriate as well as technology-based solutions for enhancing functional efficiency of the organization and achieving business excellence
- Creating Computer and Web Games, Mobile, iPad App Design and Development for multiple clients
- Leading 6 associates in terms of creative direction and deliverables from an individual contributor
- Leading Entire Team across location of India for project estimation and resource allocation
- Participated in business presentation for clients

Oct'04- Nov'10

Savitr Software Services Pvt. Ltd., Hyderabad, Andhra Pradesh as Senior UI Specialist

Growth Path:

Oct'04 to Sep'06

UI Designer

Sep'06 to Nov'10

Senior UI Specialist

- **Led the creation of brand identities and marketing strategies** for diverse corporate clients.
Action: Managed client interfacing to gather scratch-level requirements and define usability/accessibility factors.
Result: Enhanced organizational productivity through direct client interaction and the delivery of high-performing e-commerce and CMS platforms.

Key Result Areas:

- Worked on web platforms such as Photoshop with Image Ready, Fireworks, Illustrator, InDesign, Interactive Flash Presentation
- Created Graphical User Interface Templates, Flash Interactive Development, Content Management Systems, Blogs and E-commerce websites for various clients.
- Defined usability and accessibility factors for websites and applications.
- Formulated branding, web and marketing strategies for many clients.
- Shaped Application Analysis and Design and Coding, GUI for Applications.
- Understood and designed goals and strategies behind visual design and created brand identity for corporate clients websites (online/offline).

- Generated visual design and concepts for the web environment.
- Responsible for client interfacing and ensuring their requirements are met as per SLAs.
- Coordinated with production artists and production lead to ensure implementation of sites for consistency according to the visual direction and integration
- Discussed with business team to gather information and work from scratch
- Enhanced productivity by directly interacting with clients

Accomplishments:

- Received the Innovator of the Year 2024 award from Harman International for work on the Ossur mobile app's usability research and interaction design.
- Worked in design with marketing team to retain client Dutoprol from Astrazeneca and got Oscar award for best design of the year on project at Cognizant Technology Solutions.
- Helped cognizant to improve user experience design and prototyping process.
- Took responsibility for UI project estimation and resource allocation across location in India for cognizant
- Redesigned the responsive version of the American Express UK site.
- Designed the android, iPhone, iPad app user interface and experience for American Express.
- Gave training session on latest trend UI design and principle on class room which was virtually webcasted for across location in India for Cognizant Technology Solutions
- Awarded for appreciation on exemplary performance in 2012-13 for Project Delivery at Cognizant.

ACADEMIC DETAILS

Jan 2026	Design Thinking for Competitive Advantage Indian Institute of Technology, Guwahati
Jun 2016	HCI - Human Computer Interaction Indian Institute of Technology, Bombay
2003 - 2005	MCA - Master of Computer Application Vinayaka Missions University, Salem
2001 - 2003	Triple Certificate Program in Multimedia, Animation & Graphics Arena Animation Academy
1996 - 1999	B.Com - (Hons) - Bachelor of Commerce (with Honours), Business Administration North Bengal University
1994 - 1996	12 th from Sudarsanpur Dwarika Prasad Uchcha Vidyachakra School, Raiganj, affiliated to West Bengal Council of Higher Secondary Education Board
1992 - 1994	10 th from Sudarsanpur Dwarika Prasad Uchcha Vidyachakra School, Raiganj, affiliated to West Bengal Board of Secondary Education Board

TRAINING & CERTIFICATIONS

- Certified User Experience Analyst (**CXA™**) from Human Factor International, USA
- Certified Usability Analyst (**CUA™**) from Human Factor International, USA
- Certification on **AI for UX & Mobile UX Design** from Human Factor International, USA
- Certified in Professional **Scrum Product Owner (PSPO®)** & **Professional Scrum Master certification (PSM®)**.
- Attended training in 'Advertising Management and Pre-press Designing' conducted by Creative Director (Mr. Sudarshan Roy), Ulka Advertising, Kolkata, West Bengal in year 2002.
- Attended First Time Lead Program - Cognizant Internal 2014
- Got Trained on Project Management Training and Received 35 PDUs for PMP exam Application – Harman, 2024
- Got Trained on **Resource Allocation & Project Management** - Cognizant Internal 2014

PERSONAL DETAILS

Date of Birth: 10th December 1978

Current Address: Flat No 433, Wing 4, Sai Silicon City Apartment, Sy. No.113/1, Nagondanahalli, Vijayanagar Main Rd, Whitefield, Bengaluru, Karnataka, IN - 560066

Permanent Address: Do

Visa: Business ,B1, USA

Languages Known: English, Hindi and Bengali