

# VIVEK CHAWDA

Interaction Designer | Team Leadership | Product Strategy | Design Systems | Enterprise Applications & SaaS  
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## PROFESSIONAL SUMMARY

Strategic UX/Product Design Leader with 15 years of experience designing user-centered solutions for enterprise SaaS, healthcare, and consumer platforms. Proven expertise in design systems governance, design operations, user research methodology, and design leadership. Built and led high-performing teams of 11+ designers across 4+ product verticals, delivering 0-1 products at scale. Demonstrated ability to raise design excellence standards, established design systems that accelerated delivery by 20%+, and driven measurable business outcomes through user-centered design and innovation.

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## CORE COMPETENCIES

### DESIGN

Interaction Design • Design Leadership • Product Strategy • Design Systems • Design Governance • Information Architecture • User Research • Usability Testing • Wireframing & Prototyping • Design Operations / DesignOps • User-Centered Design • Cross-Functional Leadership • Design Thinking • Stakeholder Management • Agile/SAFe Methodologies • UI/UX Design

### TECHNICAL

Design & Prototyping Tools: Figma (Advanced—Design Systems, Component Libraries, Design Tokens) • Sketch (Advanced) • Adobe XD • Adobe Creative Cloud • Miro • Axure • Framer • InVision • Principle  
Web Technologies: HTML (working knowledge) • CSS (working knowledge) • JavaScript (working knowledge)

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## PROFESSIONAL EXPERIENCE

### Design Manager — Ecolab, Bengaluru | Nov 2024–May 2025

#### *Team Leadership & Management*

- Built and managed global design team of 11 UX designers and researchers
- Owned hiring, onboarding, mentoring, performance management, and career development
- Established design reviews, critique frameworks, and quality assurance processes
- Fostered design culture of excellence with mentorship programs for junior designers

#### *Product Strategy & Design Direction*

- Defined and communicated design vision and strategy across interconnected product lines
- Led feature prioritization and product direction conversations with stakeholders
- Conducted user research and usability testing to validate design directions
- Embedded UX into Agile sprints and release planning

#### *Design Systems & Governance*

- Scaled enterprise design system company-wide, accelerating delivery by 20%
- Built comprehensive design tokens, component libraries, and reusable patterns
- Established design governance framework, Figma tool management standards
- Improved design-to-development handoff efficiency by 25%
- Ensured WCAG 2.1 AA accessibility compliance across all design outputs

#### *Design Operations*

- Built comprehensive DesignOps framework: tool governance, workflow documentation
- Established design specifications standards and design QA, reducing rework by 30%

### **Senior UX/Product Design Consultant, Bengaluru | Aug 2023–Nov 2024**

- Led UX design reviews, design critiques and usability analysis for healthcare, insurance, and consumer tech clients; identified gaps, delivered actionable recommendations with design artifacts.
- Designed user flows, IA, wireframes, high-fidelity prototypes using user-centered and research-driven methodologies to inform product strategy and roadmap decisions.
- Facilitated co-creation workshops, stakeholder interviews, design sprints, journey mapping to align user needs with business goals and drive cross-functional alignment.
- Guided development of scalable design systems and reusable UI component libraries across multiple products; established patterns to improve consistency, reduce rework, accelerate time-to-market.
- Partnered with PMs, researchers, engineering leaders to translate design concepts and prototypes into production-ready solutions with efficient handoff and adherence to UX standards.

### **Associate Design Director — McKinsey & Co., Bengaluru | Feb 2022–Aug 2023**

#### *0-1 Product Development & Launch*

- Led end-to-end product design for MAARS- secure mobile commerce platform for 10,000 smallholder farmers
- Took product from concept through MVP definition, design, user research, validation, and launch
- Conducted extensive user research with farmer groups across rural India
- Designed information architecture and interaction patterns for low-literacy users

#### *User-Centered Design & Research*

- Performed iterative user testing and contextual research with end-users to validate design
- Improved task success rate significantly for low-digital-literacy consumers through design refinement
- Created user journey maps and interaction design specifications for mobile commerce workflows
- Designed security-critical flows (2FA, authentication, account protection) to build trust

#### *Cross-Functional Leadership*

- Worked in close partnership with product managers, engineers, UX researchers, stakeholders
- Facilitated design sprints, co-creation workshops, and stakeholder alignment sessions
- Translated user insights into product requirements and design direction
- Led United Nations Design for Good initiative for sustainable development impact

### **Principal Product Designer — Kayros, Bengaluru/Paris | Nov 2020–Jan 2022**

#### *Multi-Product Design Strategy*

- Led product design strategy and execution for environmental monitoring SaaS suite of 7 interconnected products
- Delivered predictive analysis, risk assessment dashboards, and decision-support tools for enterprise clients
- Conducted user research and usability sessions with enterprise analysts and operations teams

#### *Design Systems Leadership*

- Built cross-platform design system ensuring UI/UX consistency across 7 products
- Created design tokens, component libraries, and reusable patterns for web, mobile, desktop applications
- Accelerated development cycle time by 18% through design system implementation
- Established design standards, interaction patterns, and component governance framework

#### *Information Architecture & Interaction Design*

- Designed complex information architecture for multi-product SaaS platforms and data visualization dashboards
- Created interaction design specifications and wireframes for enterprise-grade risk assessment tools
- Collaborated with distributed teams in India and France on design execution

### **Senior UX Designer — Siemens Technology, Bengaluru/Erlangen | Jul 2018–Nov 2020**

- Served as design point of contact for UX/product design across Siemens Energy products and business units
- Aligned design strategy with enterprise stakeholder requirements, global roadmap, and compliance mandates
- Contributed to winning Dubai Expo 2020 Control Center contract designing secure, real-time monitoring dashboards
- Mentored junior designers establishing design review rituals, critique frameworks, and documentation standards

- Developed high-fidelity prototypes and interaction specifications, reducing post-launch support tickets by 25%
- Created user journey maps, interaction flows, and design specifications for mission-critical infrastructure systems
- Collaborated with security and compliance teams to embed best practices into product experience

### Senior UX Designer — Philips Design, Bengaluru | Jan 2015–Apr 2018

- Led product design for SaaS dashboard platform for global monitoring of medical imaging equipment
- Improved operator workflows and equipment uptime visibility for healthcare networks worldwide
- Conducted user research with healthcare professionals to validate design solutions
- Delivered wireframes, prototypes, and design specifications for FDA-regulated medical software
- Improved Image Guided Therapy tools through user research and iterative design
- Created information architecture and interaction patterns for complex clinical interfaces
- Ensured accessibility compliance and healthcare security standards

### Senior Interaction Designer — Prior Roles (2009–2014)

**GE Healthcare:** Designed clinical tools and interfaces for high-acuity patient monitoring and TeleICU platforms. Conducted user research with clinicians and performed usability testing.

**Jaguar Land Rover:** Created HMI designs for concept vehicles; applied automotive UX, safety, and driver distraction best practices.

**Tata Elxsi:** Designed interaction patterns, user flows, and information architecture for enterprise and consumer applications.

**TAT Studios, Malmö:** Developed gestural interaction concepts for Motorola and next-generation mobile interfaces.

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## EDUCATION

- Master of Design (M.Des.) — Software and User Interface Design, National Institute of Design | 2007–2009
- Thesis: Experience Design for Interactive Systems | Malmö University & TAT Studio, Sweden
- Bachelor of Engineering (B.Tech.) — Information Technology, South Gujarat University | 2004–2007

## CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- SAFe Agilist — Scaled Agile Framework
- Certified Generative AI Mastermind — Outskill
- United Nations Design for Good (DfG) certification

## LANGUAGES

English (Fluent) • Gujarati (Native/Fluent) • Hindi (Fluent) • German (A1)

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## AVAILABILITY

Immediate | Flexible work format (Hybrid, Remote, On-site) | Open to relocations