

VIVEK CHAWDA

Senior UX Designer | UX Operations Lead | Design Systems & Operations

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PROFESSIONAL SUMMARY

Strategic UX/Product Design Leader with 15+ years of experience in enterprise SaaS, healthcare and consumer platforms. Proven expertise in design operations, design systems governance, user research, and cross-functional leadership. Built and led high-performing teams of 11 designers & researchers across 4 product verticals, delivering 0-1 products at scale. **Hands-on with UX operations tools:** Jira (sprint tracking, bug triage, design alignment at Philips), Azure DevOps (delivery tracking, cross-team visibility at McKinsey), Asana & Airtable (basic designer capacity planning). Demonstrated ability to establish operating rhythms (planning rituals, capacity tracking, prioritization frameworks), improve visibility through governance and standards, and reduce rework by 25-30% through design QA and operational rigor. Known for stakeholder management in complex organizations and building processes that empower teams.

CORE COMPETENCIES

Design & UX	Operations & Delivery	Tools & Systems
Interaction Design, Information Architecture	UX Operations, Design Operations (DesignOps)	Jira, Azure DevOps, Asana, Airtable
Design Systems, Design Governance	Portfolio Management, Capacity Planning	Figma, Smartsheet, Miro, Adobe XD
User Research, Usability Testing	Work Intake, Prioritization, Sprint Alignment	HTML, CSS, JavaScript (working knowledge)
Design Prototyping	Backlog Reviews, Delivery Tracking	Sketch, Adobe XD, Axure
Design Leadership, Team Mentoring	Stakeholder Management, Cross-functional Alignment	SAFe Agilist Certification

PROFESSIONAL EXPERIENCE

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

UX Operations & Design Systems

- Established DesignOps framework with tool governance (Figma), workflow documentation, and standards—improved execution consistency and reduced design-to-development handoff time by 25%
- Embedded UX into Agile sprints and release planning; improved visibility through design QA practices (30% rework reduction)
- Built and managed global design team of 11 UX designers and researchers; owned hiring, onboarding, mentoring, and performance management
- Scaled enterprise design system company-wide (20% delivery acceleration); established governance framework and accessibility compliance (WCAG 2.1 AA)

Senior UX/Product Design Consultant — Bengaluru | Aug 2023 – Nov 2024

Cross-Functional Facilitation & Alignment

- Facilitated stakeholder interviews, co-creation workshops, and design sprints to drive prioritization and alignment across product partners
- Delivered UX reviews and usability analysis; converted findings into structured recommendations and actionable artifacts for roadmap planning
- Partnered with PMs, researchers, and engineering to scale design systems and reusable components; reduced duplication and accelerated delivery

Associate Design Director — McKinsey & Company, Bengaluru | Feb 2022 – Aug 2023

o-1 Product Development & Program Execution (MAARS)

- **Used Azure DevOps** to track sprint delivery status, coordinate dependencies, and ensure UX work aligned with product/engineering roadmaps and sprint capacity
- Led end-to-end product design for MAARS (secure mobile commerce platform for 10,000 smallholder farmers)—concept through MVP, user research, validation, and launch
- Conducted extensive user research with rural communities; designed IA and interaction patterns for low-literacy users; improved task success rate significantly through iterative design
- Facilitated alignment sessions with Product/Engineering to resolve ambiguity, prioritize features, and translate user insights into execution-ready specifications

Principal Product Designer — Kayrros, Bengaluru/Paris | Nov 2020 – Jan 2022

Multi-Product Strategy & Design Systems Governance

- Led product design strategy for environmental monitoring SaaS suite (7 interconnected products); delivered risk assessment dashboards and decision-support tools for enterprise clients
- Built cross-platform design system governance framework (web, mobile, desktop), reducing cycle time by 18%; created design tokens, component libraries, and reusable patterns
- Collaborated with distributed teams (India/France) to establish shared standards, documentation, and repeatable processes; improved consistency and accelerated delivery

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

Enterprise Design & Operating Rituals

- Served as design point-of-contact across Siemens Energy business units; aligned design strategy with global roadmaps, compliance mandates, and stakeholder requirements
- Established mentoring and design review rituals, critique frameworks, and documentation standards; reduced post-launch support tickets by 25%
- Mentored junior designers and established quality gates; contributed to Dubai Expo 2020 Control Center contract (secure, real-time monitoring dashboards)

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

Healthcare SaaS Design & Sprint Operations

- **Used Jira** for design + development tracking, bug triage, and sprint coordination—ensured UX work aligned with release schedules and delivery readiness in FDA-regulated environment
- Led product design for SaaS dashboard platform (medical imaging equipment monitoring); improved operator workflows and equipment uptime visibility for global healthcare networks
- Conducted user research with healthcare professionals; delivered wireframes, prototypes, and design specifications for FDA-regulated software; ensured accessibility and 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 and usability testing
- **Jaguar Land Rover:** Created HMI designs for concept vehicles; applied automotive UX and safety 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 (NID), Ahmedabad | 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 & SKILLS

Professional Development

- SAFe Agilist (Scaled Agile Framework) | Certified Generative AI Mastermind (Outskill) | United Nations Design for Good (Certified Designer)

Languages

- English (Fluent) | Gujarati (Native) | Hindi (Fluent) | German (A1)

Availability

- Start: Immediate | Format: Hybrid/Remote/On-site | Open to Relocation
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