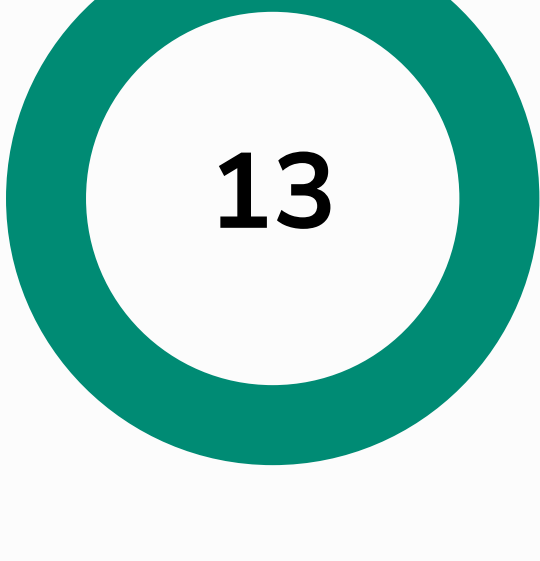


Profile

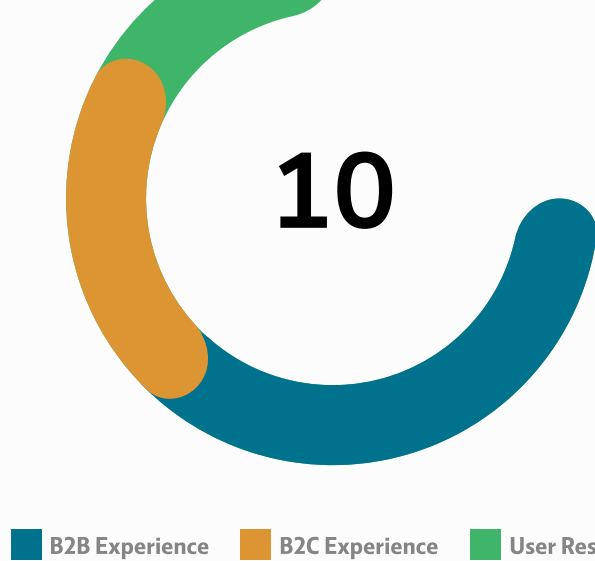
With more than 13+ years of professional expertise, I specialise in conducting UX research and crafting interactive end-to-end user flows. Focus on leadership and team management “maintaining a dynamic team by facilitating regular feedback, mentoring team members and ensuring alignment with project goals.”

ExperienceYears and verticals

Experience and Leadership Impact



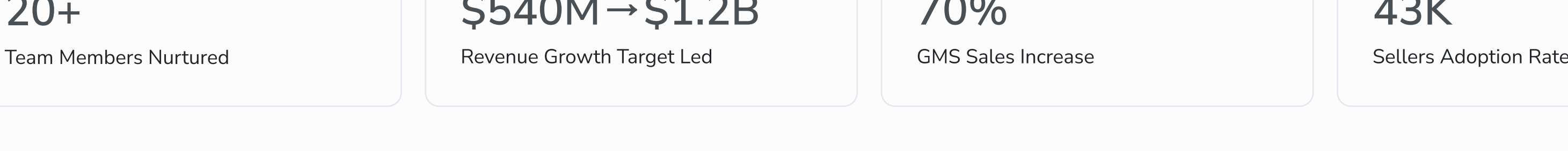
Overall Experience



Product Designer



Front End Engineer



Core Leadership Competencies

- Leadership & Collaboration
- Team Leadership & Mentorship
- Cross-Functional Collaboration
- Stakeholder Management

- Design & Technical
- Design Systems & Operations
- Service Design & Strategy
- High-Fidelity Prototyping
- Enterprise UX Design

- Research & Strategy
- User Research & Testing
- Data-Driven Decision Making
- Design Sprints & Workshops
- Agile Product Development
- Accessibility (WCAG)

Key Insights

Lead Experience Designer  
Publicis Sapient (Client: Albertsons)

Leading design strategy for Albertsons Media Central Ads platform , driving UX initiatives to support aggressive revenue growth from \$540M to \$1.2B annually.

- Cross-functional leadership: Partner with product managers, engineers, and business stakeholders to align design strategy with business objectives
- Design operations: Established design systems and processes for seamless ad experiences across Criteo and Google Ad Manager (GAM) integrations
- Strategic design frameworks: Led service design mapping for ad serving, inventory management, line items/orders, and audience targeting capabilities
- Team enablement: Led service design mapping for ad serving, inventory management, line items/orders, and audience targeting capabilities

Impact: Driving platform scalability to support 2.2x revenue growth through improved ad management workflows and user experience optimization.

Lead Experience Designer  
TCS Publishing (Client: Amazon) · Contract

Led end-to-end UX design for Amazon Seller Central's Flexible Customer Financing (FCF) and Unified Financing Offers (UFO) programs across North America and EU markets.

- Design Ownership: Conducted design sprints and user research sessions to validate hypotheses and inform payment screen redesigns
- Design systems excellence: Created and maintained comprehensive design systems ensuring consistency across web and mobile experiences
- Accessibility advocacy: Championed WCAG compliance using JAWS, VoiceOver, and WAVE testing tools
- Responsive design: Delivered seamless experiences across devices with focus on user-friendly interfaces

Impact: Drove revenue growth from \$240M to \$450M in one quarter. Increased GMS sales from 40% to 70% across EU and Mexico, saving \$18.6M in fees . Seller adoption spiked from 15K to 43K users post-redesign.

Manager UX Design  
Capgemini (Client: Verizon)

Managed cross-functional design team of 8 members, across two enterprise accounts, overseeing coordination, collaboration, and productivity.

- Team management: Facilitated regular feedback sessions, mentored team members, and ensured alignment with project goals
- Design systems: Led redesign of Verizon ACSS (Account Customer Service Support) Desktop Application to enhance customer service efficiency
- User research: Conducted discovery research and usability testing to inform design decisions and measure impact

Performance Metrics: Reduced average call timing from 18 minutes to 12 minutes . Increased first call resolution from 56% to 73%

Tech Lead UX  
HCL Technologies

- Designed alert and notification system for B2B HMHS Health care, collaborating with stakeholders to incorporate various admin roles
- Created design system and style guide cohesive with Adobe AEM Ecosystem, streamlining design-to-development handoff
- Delivered animation and interaction design for web and mobile platforms, reducing cognitive load and improving user-friendliness

Senior Designer  
Intellect Design Arena

- Created mobile banking application for Malaysian customers "Hong-Leong Bank" to create back-office administrator interface
- Designed workflows to reduce time for bulk upload approvals, rejections, and Swift payment escalations
- Reduced escalation response time, approval delays, payment errors, and associated costs through intuitive mobile and desktop applications

Senior Designer  
Symantec "Gen Digital"

- Managed redesign of internal tracking system used by 1000+ employees
- Conducted interviews and usability sessions with product managers to validate design hypotheses
- Redesigned two customer-facing websites: Manage.norton.com and Mobilesecurity.norton.com
- 20% increase in first-time conversion and 25% higher user engagement

Project Description

<div>Albertsons Media Collective</div> <div>As a Lead Designer at Albertsons, leading the design for Albertson's Media Central Ads. Focused on creating seamless ad experiences that drive engagement and revenue growth. Aligning UX strategy with the business goal of scaling from \$540M to \$1.2B.</div> <div><div>Criteo</div><div>I am currently working on integrating Criteo for streamlined ad management. This involves aligning campaign delivery and performance tracking within our advertising ecosystem.</div><div><div>Ad Serving</div><div>Delivers ads across websites, mobile apps, and video content. It selects the best ad to serve based on targeting, priority, and yield.</div><div><div>Inventory Management</div><div>Define ad units and placements (inventory), organize them hierarchically, and manage availability.</div><div><div>Line Items and Orders</div><div>Advertisers create orders that contain line items—each line item defines the campaign's targeting, scheduling, and creatives.</div><div><div>Audience Targeting &amp; Reporting</div><div>Offers granular targeting (geo, device, behavior, etc.) and robust analytics to track performance and optimize campaigns</div></div></div></div></div></div>	<div>Oct 2024 to Present</div> <div>To illustrate the revenue growth from \$540M to \$1.2B in a year Target.</div> <div><div>GAM</div><div>I am currently working on integrating Google Ad Manager (GAM) for efficient ad serving and inventory management. This integration enables streamlined campaign delivery, targeting, and performance tracking across platforms.</div></div>
<div>Amazon 'Seller Central(FCF) &amp; UFO'</div> <div>To illustrate the revenue growth from \$240 Million to \$450 Million in a quarter, I designed a comparative payment screen tailored for North American and EU markets.</div> <div><div>Sellers Portal - Flexible Customer Financing</div><div>Amazon's Flexible Customer Financing (FCF) is a program within Seller Central that allows you—as the seller—to offer eligible products (typically priced above \$50–80, depending on region) to customers with interest-free installment plans.</div><div><div>Design System</div><div>I create and maintain comprehensive design systems to ensure consistency across digital products. This includes managing scalable design tokens for colors, typography, spacing, and components.</div><div><div>Responsive Design</div><div>I design responsive user interfaces that adapt seamlessly across devices and screen sizes. My focus is on delivering consistent, user-friendly experiences on web and mobile platforms</div><div><div>Accessibility</div><div>I specialize in accessibility-focused UX design, ensuring digital products are inclusive and usable for all users. My work aligns with WCAG standards to create barrier-free experiences across platforms.</div><div><div>User Research and Testing</div><div>I'm highly skilled in discovery research and user testing, uncovering deep insights to inform design decisions. I excel at translating user needs into actionable strategies that drive product success.</div></div></div></div></div></div>	<div>Jun 2023 to Sep 2024</div> <div>Increased GMS Sales from 40% to 70% across EU and Mexico regions, resulting in fee savings of \$18.6 million.Sellers adoption rate of this application has spiked from '15,000 to 43,000' after redesign.</div> <div><div>UFO - Unified Financing offers</div><div>"Unified Financing Offers" on Amazon is the umbrella term for the various ways you can split your purchase into interest-free or promotional installment plans.</div></div>
<div>Verizon</div> <div>Managing a team of 8 members with two different accounts typically involves overseeing the coordination, collaboration, and productivity of team members.</div> <div>Managed to reduce average call timing from 18Min to 12Min</div>	<div>Mar 2022 to Jun 2023</div> <div>The Verizon ACSS (Account Customer Service Support) Desktop Application is designed to enhance customer service representatives' ability to assist Verizon customers effectively. Increased first call resolution from 56% to 73%</div>
<div>HMHS - Healthcare</div> <div>I created an alert and notification system for B2B Insurance platform, incorporating various admin roles by collaborating with stakeholders.</div> <div>Organized and created design system and style guide in cohesive with Adobe AEM Ecosystem</div>	<div>Feb 2020 to Mar 2022</div> <div>The designs, tailored for web and mobile use, aimed to simplify the platform, making it more user-friendly and reducing cognitive load, Animation, Interaction design for project showcase.</div>
<div>Hong leong Bank - HLB Connect</div> <div>Involved in creation of Mobile banking application for Malaysian customers and for back office administrator 'Approver'</div> <div>Which helps in reduce the time to Approve, Reject, Escalate of Bulk Upload and Swift Payments</div>	<div>Feb 2019 to Feb 2020</div> <div>As a result of intuitive Mobile and Desktop application we see reduction in 'Escalation Response time, Approval Delay, Payment Error, Cost Impact (in terms of time and resources)'</div>
<div>Gen Digital</div> <div>Managed redesign of internal tracking system in use by 1000+ employees</div> <div>Worked with product managers to validate design hypothesis by conducting interviews and usability sessions. and re-designed two customer-facing websites called Manage.norton.com , Mobilesecurity.norton.com</div>	<div>Jan 2015 to Feb 2018</div> <div>Resulting in increased 20% first time conversion and 25% higher engagement.</div>
<div>Mphasis</div> <div>As a Front-End Engineer created a customizable design system for Insurance application portal, with Less and SASS, which helps in quick reaction time for Front-End Engineer to compete with Visual and UX Designers.</div>	<div>Jun 2014 to Dec 2014</div> <div>The designs, tailored for web and mobile use, aimed to simplify the platform, making it more user-friendly and reducing development time.</div>
<div>Verizon</div> <div>As a Front-End Engineer working on the end-to-end responsive telecommunication application "Tech 360," I contributed as an Engineer to improve the understanding of consumer issues</div>	<div>Nov 2011 to Jun 2014</div> <div>which resulted in a 15% reduction in calls to the customer call center.</div>

Technical Skills & Tools

Design & Prototyping

- Figma
- Adobe CC
- Miro
- Figlam
- Sketch
- InVision
- Principle

Accessibility/Testing

- HTML/CSS
- Basic JavaScript
- SASS/LESS
- Survey Monkey
- JAWS
- VoiceOver
- WAVE
- User Testing.com
- Adobe and Google Analytics

Education & Certifications

Master's in Visual Communication  
Specialization in UX Design & Human-Computer Interaction

Interaction Design Foundation (IXDF)  
Certified in User Experience Design, Design Thinking, and Accessibility