**SUMMARY**

* **14+ years** of experience working as a Product Design Manager, UX Design manager, User Experience Designer and User Experience Researcher
* **5+ years** of managing and leading UX and Product Design teams in highly matrixed organizations
* Conducted **Design Thinking Workshops** with customers to solve large-scale complex business problems
* Experience in **hiring** and **managing** a team of UX Designers and UX Researchers
* Research and design user interfaces for **Web, Mobile, Tablets,** and hardware like **ATM Kiosks**
* Written **SEO-optimized UX Copy** for Websites and Mobile apps
* Experience designing and researching desktop, Android, and iOS mobile apps for **Automotive, Banking, Fintech, Supply Chain, and Healthcare** companies
* Strong experience using design tools like **Figma, Miro,** **Sketch, InVision,** and **Balsamiq**
* Applied **Web accessibility** rules using **WCAG 2.0 Compliance** strategies
* Create **Service Design Blueprints**, **Customer Journey maps**, **User Persona**, **Content Strategy**, Information Architecture, **Wireframes**, Clickable **Prototypes**, and User story maps
* Strong understanding of web technologies like **HTML, CSS, JavaScript,** and **React**
* Strong **Leadership, Mentorship, Conflict Management, and People Management Skills**
* Strong **Communication skills** and **Presentation skills**
* Strong knowledge of **Microsoft Office tools** (Outlook, Word, Excel, and PowerPoint) and **Google Drive** (Docs, Sheets, Presentation)

**EXPERIENCE**

**Product Design Manager**   **(Aug 2023 – Mar 2025)**

**Dealer-FX, Toronto, ON**

Dealer-FX is one of the leading service lane software solutions in the industry. It's ONE platform product transforms the auto dealership service center’s daily operations such as scheduling appointments, managing customer service, and repair orders. I led two design teams, the Shop productivity and Scheduling, ensuring a smooth transition to existing and new customers.

**Responsibilities:**

* Brought concepts to life through wireframes, prototypes, and high-fidelity designs by applying user-centered design principles
* Collaborated with senior leadership, tech, and product teams throughout the design process
* Developed and maintained a deep understanding of industry trends, customer needs, and competitive landscape to inform UX strategy
* Communicated design decisions effectively to technical audiences
* Mentored designers and improved UX design and research practices
* Worked autonomously and drove initiatives independently
* Gained knowledge of software development processes, practices, and DevOps.

**Key Achievements:**

* Improved user satisfaction by 20% through user-centered design enhancements.
* Reduced design cycle time by 15% by implementing agile methodologies.
* Successfully led the redesign of the scheduling module, resulting in a 30% increase in user adoption.

**Skills:** *Design leadership and mentorship, facilitating workshops, roadmap planning, UX Skill Mapping, Team learning & development planning, Annual performance analysis*

**Tools:** *Figma, Miro, Azure DevOps, Google Docs, Usertesting.com*

**Director of Marketing**   **(Mar 2022 – Present)**

**Therapua Physiotherapy, Ottawa, ON**

Therapua Physiotherapy is a physiotherapy clinic based in Ottawa, Canada. It provides physiotherapy services to patients in the region.

**Responsibilities:**

* Review and analyze the online website and its social media presence for areas of improvement
* Create and launch marketing campaigns on multiple platforms
* Monitor and evaluate search performance to improve rankings
* Stay informed on SEO best practices and generate SEO performance reports
* Design new products and enhance current designs as per the customer's needs
* Responsible for Content Optimization and on-page SEO strategies
* Learned SEO and Ad tools like Google Analytics, Google Ads, and Facebook Ads

**Product Design Manager**   **(Oct 2021 – Mar 2022)**

**Flybits, Ottawa, ON**

Flybits is a Marketing Tech startup that empowers banks to engage an audience at scale. Its customer experience platform can deliver data-driven, personalized recommendations, and advice, inside the bank’s mobile app, website, or text message. I lead the Product Design team and projects, ensuring a smooth transition to existing and new customers.

**Responsibilities:**

* Led a cross-functional team of Product designers and UX researchers, setting clear design goals, managing workload and allocating projects accordingly, ensuring deadlines are met, and setting team members up for overall success
* Created UX Skills Matrix for team members to plan their professional development with a core focus on strategic thinking, teamwork, and cross-team communication
* Created ux strategy, goals, priorities, and deliverables for the Product Design team that align with project milestones
* Wrote copy for UI Style Guides, and SEO-optimized Web Content by identifying keywords
* Led bi-weekly design reviews and formed co-design teams involving multiple designers working on the same project
* Contribute to Design System and UI Style guides design assets like UI components, data analytics charts, icons, typography
* Design end-to-end flows and experiences that are simple and elegant for our supported platforms
* Created a collaborative and cross-functional environment for the design team and across disciplines such as Marketing, Partner Sales, and Customer Experience to share learnings and generate innovative ideas

**Skills:** *People Management, Mentorship, facilitating workshops, roadmap planning, UX Skill Mapping Team learning & development planning, Annual performance analysis*

**Tools:** *Figma, Miro, MS Office, JIRA, Google Docs, Usertesting.com, SurveyMonkey.com*

**UX Design Manager**   **(Aug 2019 – Sep 2021)**

**Kinaxis, Ottawa, ON**

Kinaxis is a leading supply chain software company that provides products and solutions in the Supply chain demand and planning space. Their primary product RapidResponse uses Artificial Intelligence and machine learning to make decisions. They help Fortune 100 companies ensure their supply chain works during unpredictable times. Kinaxis has initiated a multi-year migration project from Java based application to a web application. I was responsible for leading and managing the UX Design and Research team and design projects; assuring a smooth transition to existing and new customers.

**Responsibilities:**

* Plan and execute UX projects that match quarterly roadmaps
* Manage and mentor a team of UX Designers and researchers
* Advocated content consistency with business stakeholders by showing User Testing results and other UX metrics like content consistency, readability, findability, and memorability
* Support UX Designers by writing concise, impactful, and easy-to-read UX copy
* Responsible for overall team performance and health, resource allocation, project prioritization, and building a collaborative culture for design excellence
* Responsible for leading quantitative and qualitative user research projects, and contextual interviews and translating them into customer journey maps, personas, service design blueprints, site maps, wireframe, mockups, and prototypes
* Conducted web accessibility reviews following WCAG 2.0 guidelines
* Design wireframe and create interactive prototypes
* Conduct Design Thinking Workshops with business stakeholders and customers to gather needs analysis and user requirements
* Work with Product Management, Global Customer Excellence, and Dev Team to derive cohesive solutions

**Skills:** *People Management, Mentorship, UI Style Guides Copywriting, Usability Studies, Design Thinking workshops, Customer Journey Maps, UX Research, Content Strategy, Data Analytics, UX Design*

**Tools:** *Figma, Miro, MS Office, JIRA, SurveyMonkey.com*

**Lead UX Designer / Service Designer**   **(Mar 2019 – Jun 2019)**

**JP Morgan & Chase, Columbus, OH**

JPMC is working on the future of Bank branches and how can we better serve the branch tellers and customers. Daily more than 1 million customers visit the branch and these customers need a better and faster service. I was responsible for identifying pain points across the branch experience and creating Service design blueprints and customer journeys that help re-imagine the future cohesive experience across all channels (Digital, ATM, and Branch).

**Responsibilities:**

* Lead overall design strategy, content strategy, and service design to ensure a great customer experience is achieved by the Bank
* Created presentations for business stakeholders focusing on highly impactful and interactive content to match Bank’s brand voice
* Conducted user research tests to identify unclear, inconsistent, and confusing copy. Rewrote UX Copy to overcome the identified user challenges for a smoother customer experience across the bank’s website
* Design wireframes and interaction design using Balsamiq and Sketch, and create interactive prototypes using the InVision app
* Conduct Design Thinking Workshops with stakeholders, executive directors, and customers to generate scalable design solutions
* Work with the Product team, Business team, Project Managers, and Dev Team to evaluate the design and drive the overall UX project maintaining deliverables within the expected timelines

**Skills:** *Service Design Blueprints, Customer Journey Maps, Persona, UX Research, Contextual Inquiries, Data Analytics, UX Design*

**Projects:** *Reimagine Commercial & Business Banking Branches Experience*

**Tools:** *Sketch, InVision, Balsamiq, MS Office*

**Lead UX Designer**   **(Apr 2017 – Feb 2019)**

**Merchant Link (JP Morgan & Chase), Silver Spring**

I was responsible for establishing a creative direction for all products and websites of Merchant Link (a JP Morgan & Chase company). I was responsible to lead research and design efforts for their internal and external products.

**Responsibilities:**

* Lead a team of UI/UX Designers
* Support the product owner in designing and delivering user story mapping and user journeys
* Design and document, as required, the business process supporting the user experience
* Gather requirements from the Business, Product team, and other stakeholders
* Facilitate product strategy by researching, conceiving, wireframing, sketching, prototyping, and mocking up user experiences
* Design low-fidelity wireframes using Balsamiq and high-fidelity prototypes using Sketch and InVision
* Translate concepts into wireframes and mockups that lead to intuitive user experiences
* Conduct UX research tests like First Click Testing, Navigation Testing, etc. using Usabilityhub.com
* Establish UI/UX design standards and guidelines
* Make strategic design and user centric design decisions related to core, and new functions and features

**Skills:** *User-Centered Design, User Story Mapping, Screen layouts, Visual Design, Interaction Design, User Flow diagrams, User Journey mapping, Usability Testing, 508 Compliance*

**Projects:** *Transaction Management System, Terminal Management System, Dealer Sales Portal*

**Tools:** *Sketch, InVision, Adobe Creative Cloud, Balsamiq, Paper wireframes*

**Senior UX Designer**   **(Jun 2016 – May 2019)**

**Stiaos Technologies, Inc.**

I was responsible for establishing a creative direction for all products and websites of Stiaos and its clients like JP Morgan & Chase and Merchant Link.

**Responsibilities:**

* Designed and conducted user research (e.g., write test plans; carried out research activities including card sorting, prototyping and validating UX test results, contextual inquiry, interviews, surveys, and lab-based usability studies; analyze results and presented recommendations to executives)
* Designed information architecture (e.g., develop user journey maps, navigation structures, wireframes, sitemaps, interactive prototypes, process flows, and other blueprints)
* Analyzed data from Surveys and Contextual Interviews and conducted requirements analysis
* Worked along with UI developers and business managers in an Agile Sprint environment to provide UI/UX Design elements like visual designs, prototypes, and visual assets like mock-ups, wireframes, and prototypes
* Conduct user research studies to create user journey maps and user stories
* Designed visual comps using Sketch and interactive prototypes using InVision
* Delivered persuasive reports and presentations to team members and the client’s executive team

**Skills:** *User-Centered Design, Usability Testing, 508 Compliance*

**Tools:** *Sketch, InVision, Adobe Creative Cloud, Balsamiq, Paper wireframes*

**UX Manager**   **(Sep 2014 – May 2016)**

**Voxiva Inc., Washington D.C.**

As a User Experience Manager, I was responsible for establishing creative direction and business strategy for the entire line of products, websites, and iOS and Android mobile apps. I led a team of Visual Designers and UI Developers, and prioritize their work to align with business objectives. Reported directly to the CTO and worked along with the development team. Worked with the product managers and go-to-market teams to understand the requirements and designed products to match Healthcare customers (Aetna, BCBS, Sanofi)

**Responsibilities:**

* Manage the creation and development of exceptionally intuitive and engaging user experiences for consumer end users, setting a new gold standard for healthcare communications
* Lead a team of visual designers; collaborate with product managers and development team
* Ensure the creation of great user centric experiences that provide consumers with simplicity in usability, consistency, and clarity
* Create business presentations using Microsoft PowerPoint
* Design Voxiva’s websites matching customer’s (Aetna, BCBS, and Sanofi) Design System
* Continually advocate for the user, and engage the organization in the vision of what truly great user experiences can be
* Develop and articulate the vision for all screen-based layouts and user interactions (web, mobile web, app, and email) through scenarios, storyboards, sketches, mock-ups, prototypes, interaction flows, and responsive design
* Guide design and implementation of user research, concept testing, and usability testing

**Skills:** *User-Centered Design, Agile Life cycle, Usability Testing, Design Thinking, 508 Compliance*

**Tools:** *Axure RP, InVision, Balsamiq, Adobe Creative Cloud, Photoshop CC, Google Analytics, MS Office*

**Website:** [www.care4life.com](http://www.care4life.com) , [www.text4baby.org](http://www.text4baby.org) , [www.quit4baby.org](http://www.quit4baby.org)

**App:** Care4life iOS App: <https://itunes.apple.com/us/app/care4life-diabetes/id691228859?mt=8>

Care4life Android App: <https://play.google.com/store/apps/details?id=com.voxiva.apps.c4l>

**Senior UX Researcher**    **(Jul 2013 – July 2014)**

**Capital One, McLean, VA**

As a User Experience Researcher, I worked on multiple projects at Capital One. I was part of Capital One’s User Research team and led research projects on various products.

**Responsibilities:**

* Designed wireframes, mockups, and prototypes and tested them with users
* Conducted user research (empathy interviews, ethnographies, and/or contextual inquiries) to develop user personas and work with senior researchers to complete market analysis
* Leveraged analytics tools and techniques to measure success, present opportunities, and support decision-making and prioritization
* Maintained usability templates and guidelines, best practices, research documentation, and raw data to facilitate a growing UX team’s work
* Effectively and intelligently help in the iteration of designs by pinpointing key data points from testing, reviews, etc.
* Design wireframes, mockups, and prototypes and test them with users
* Assist other team members in empathy interviews, user testing, creating a feedback loop, and conducting market analysis
* Work with User Experience Researchers in user observations to assist with the creation of requirements, user personas, user stories, and use cases
* Conduct user research (empathy interviews, ethnographies, and/or contextual inquiries) to develop user personas and work with senior researchers to complete the analysis
* Leverage analytics tools and techniques to measure success, present opportunities, and support decision-making and prioritization
* Maintain usability templates and guidelines, best practices, research documentation, and raw data that facilitate a growing UX team’s work

**Skills:** *Affinity Mapping, Card Sorting, Ethnography, First Click testing, Usability, Recruiting and screening, A/B testing, SUS, Heuristic Evaluation, Multivariate Test, Speed dating, Empathy research*

**Tools:** *Tobii Eye tracker, OVO studios 7.0, Axure RP, Balsamiq, Adobe CS Suite, MS Office, Morae*

**Projects:** Online Account Opening, eGift Card, Facebook Autofill, Card Benefits.

**UX Designer**   **(Aug 2011 – Jun 2013)**

**Education Abroad,** College Park.

Education Abroad is a non-profit organization, which lets University students' study abroad and experience diverse global cultures.

**Responsibilities:**

* Conducted requirements gathering and needs analysis meetings with the EA Staff for the Course Database
* Developed the full stack of UX deliverables, from User research (**personas**) and **storyboards** to information architecture and **interaction design**, to UI design & **wireframes**, as well as visual standards
* Created high-fidelity wireframes and visual design for the student portal
* Created technical requirements and **UI specification documents** for technical teams
* Provided User-centered Interfaces by conducting in-person and remote **usability studies**

**Skills:** *Wireframes, Mockups, Prototypes, Information Architecture, Screen Flow Diagram*

**Tools:** *Axure RP, Balsamiq, Adobe CS Suite, MS Office, Survey Monkey*

**Education**

**Masters in Information Management** *University of Maryland, 2013*

**Bachelors in Computer Science (Applications)**  *HNB Garhwal University, 2011*