

Experienced UX Designer with over 16 years in creating transformative, user-centric enterprise applications. Skilled in user research, wireframing, prototyping, and delivering high-quality, scalable design solutions. Adept at collaborating with global multidisciplinary teams to drive innovative, inclusive designs that meet evolving business needs. Committed to fostering learning, and passionate about enhancing user experiences.

Amazon - AWS End User Computing (EUC)

Sr. UX designer

Jun 2022 - Present

- Leading the design direction and established a vision for an AWS EUC monitoring and observability solution encompassing AWS WorkSpaces, Pools, Thin Clients, and AppStream. This initiative boosted self-service troubleshooting capabilities for customer IT admins by over 70%, leading to fewer AWS EUC support tickets.
- Collaborate with leadership, product, tech, partner, and cross-functional teams to gain their buy-in while shaping the UX vision for the product.
- Translate business plans into actionable UX designs, ensuring alignment between strategic objectives, tech constraints and UX deliverables.

Amazon - People Experience and Technology (PXT)

Sr. UX designer

Jul 2021 - Jun 2022

- Launched a talent retention application for Amazon PXT.
- Defined UX strategy and automated the end-to-end user journey for key personas, reducing manual inputs and errors, and resulting in substantial savings equivalent to \$12M or 58 full-time employees.
- Earned trust from both internal and external partners while steering key strategic UX design initiatives.
- Collaborated with cross-functional teams, including Product, Marketing, Engineering, Finance, Privacy, Operations, and Change Management, to ensure the successful launch of the product.
- Enforced budget controls for funds exceeding 6 billion USD, automated data gathering and recording, and aligned seamlessly with existing policies.

Oracle - GBU: UX

Sr. UX designer

Jul 2019 - Apr 2021

- Managed UX work stream for the Oracle's Telecommunications Business Unit.
- Designed and delivered personas, Storyboards, IA, journey maps, wireframes and visual mocks for Oracle's Software Defined Wide Area Network (SD-WAN) enterprise application..
- Provided UX consultation to various product and engineering teams for a smooth and efficient transition to Oracle's Redwood design system.

GlobalPoint Inc.

Sr. UX designer Consultant

Apr 2018 - Aug 2018

Significantly contributed to the UX design by delivering an end-to-end strategy, frameworks, and UI mocks for Randolph-Brooks Federal Credit Union's (RBFCU) secure online member web portal and mobile app.

Oracle

Sr. UX designer

Jul 2016 - Sep 2017

Designed the reporting and tenant modules for Oracle's Prime - a large-scale construction and engineering enterprise solution.

Allwyn Corporation

Sr. UX designer - Consultant

Apr 2016 - June 2016

Designed dashboard for AstraZeneca's medicine manufacturing process.

IBM iX

Lead UX designer

Jan 2015 - Nov 2015

Led UX design team of 5, for IBM India's billion-dollar client, Idea Cellular.

Capgemini (iGATE)

Lead UX Architect

Aug 2007 - Dec 2014

Pure IT

UX Designer

Sep 2006 - Jul 2007

Netlink Software Group

Web/UI Designer

Sep 2003 - Jul 2006

Hard skills

UX strategy & management, End-to-end UX design, Executive presentations, Ideation and conceptualization, User research and Data backed design solutions, Working on UX activities through out the UCD process.

Soft skills

- I'm ambitious and outcome-driven; I thrive on delivering results & adapt to any task.
- I am passionate about finding creative solutions to complex user problems.
- I am particular about ensuring timely delivery despite constraints, all while establishing and pursuing a grand vision.

UX design certifications

- UX design specialization, Google - 2023
- User Experience Management, iGATE UX CoE - 2008
- Usability testing, Design Incubator, India - 2007
- Advance training program in design, Netlink, India - 2003

Papers, Publications

India HCI International Usability Conference

Case Study - Paper (2012):

Understanding and implementing the agile usability - MIS for Schools

Case Study - Paper (2010):

Designing a Seamless User Experience for a 'Real Estate' website

Recognitions

IBM - Idea Excellence Award - IBM, 2015

Achiever of the Quarter, iGATE UX CoE - 2013

Education

Bachelor of commerce

Year 2000

Chaudhary Charan Singh (CCS) university - Meerut, India