

CONTACT INFORMATION

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PROFESSIONAL SUMMARY

Senior Product Designer with 14+ years of experience leading **user-centered design strategies** across **enterprise, telecom, fintech, and HR tech** products. Expert in **Design Systems, Accessibility (WCAG/ADA, PDF/UA), and Lean UX** methodologies that drive measurable impact. Proven success delivering **AI-driven self-service platforms, inclusive design frameworks, and cross-functional design leadership** that enhance engagement, scalability, and design maturity. Skilled in **Figma, Design Thinking, and Agile delivery** with a strong focus on **measurable business impact**.

SELECTED ACHIEVEMENTS

- AI-Powered Self-Service Platform:** Boosted user engagement by **50%** and reduced HR support tickets by **30%** by designing an **AI-driven self-service platform** that enhanced employee autonomy and experience at **Wells Fargo**.
- Standardized Design Systems:** Increased design efficiency by **20%** and saved **100+** hours annually through the creation and adoption of **standardized design systems** across teams at **TCS** and **Wells Fargo**.
- ADA Compliant Solutions:** Enhanced accessibility and user satisfaction by **20%** through the delivery of **ADA-compliant design solutions**, strengthening brand reputation and inclusive user experience.
- Lean UX:** Shortened design feedback loops by **40%** by implementing **high-fidelity prototypes** and fostering **early stakeholder collaboration** under Lean UX practices.
- UX Leadership & Design Culture:** Led and mentored **cross-functional UX teams**, embedding **inclusive (ADA-compliant) design principles** and **fostering a collaborative, innovation-driven design culture**.
- Improved accessibility compliance across HR and policy documents** by introducing **InDesign-based accessible PDF templates and forms**, enabling consistent WCAG/ADA adherence in enterprise communications.

PROFESSIONAL EXPERIENCE

Wells Fargo India, Hyderabad

Senior Product Designer  
September 2021 - Present

- Designed & iterated AI-driven self-service HR platforms to enhance engagement and process efficiency.
- Defined and delivered high-fidelity prototypes in Figma to accelerate stakeholder buy-in and reduce iteration time by 40%.
- Led cross-functional teams to redesign scalable knowledge systems using analytics and automation.
- Conducted in-depth user research and usability testing to uncover friction points and inform design improvements
- Created WCAG/ADA-compliant accessible PDF documents and forms using Adobe InDesign, standardizing templates and improving compliance for HR and regulatory communication.
- Championed inclusive UX practices by integrating accessibility across the SDLC, including InDesign-based PDF remediation, ADA/WCAG re-views, and accessibility-centered workflows.

Tata Consultancy Services, Hyderabad

Lead UI/UX Designer  
August 2013 - September 2021

- Managed and mentored a team of 6–8 designers delivering enterprise-grade UX solutions across multiple domains.
- Built reusable design components and pattern libraries to ensure design consistency and speed of delivery.
- Partnered with Project Managers and Engineers to align product goals, user needs, and technical feasibility.
- Reduced customer-reported usability issues by 15% through iterative feedback loops and continuous testing.
- Facilitated design-thinking workshops to uncover user pain points and align stakeholders around experience strategy.

Front End Web Developer  
August 2011 - July 2013

- Developed responsive web interfaces using HTML, CSS, and JavaScript ensuring cross-browser compatibility.
- Built server-side JS processes supporting 20+ dynamic forms and interactive product modules.
- Ensured quality control for all design assets, achieving a 95% stakeholder approval rate across milestones.

CORE SKILLS

Product Design & UX

- End-to-end product design across **web, mobile, and tablet**
- Complex workflow and enterprise UX design
- Information architecture, interaction design, and responsive design
- High-fidelity prototyping and UX storytelling

User Research & Validation

- Usability testing, user interviews, personas, journey mapping
- Hypothesis-driven design and iterative validation
- Analytics-informed design decisions and A/B testing

**Collaboration & Influence**

- Strong partnership with **Product Managers, Engineers, QE, and Business stakeholders**
- Facilitate design thinking workshops and stakeholder alignment sessions
- Influence product strategy and build consensus under ambiguity

**Design Systems & Scale**

- Design system ownership, component libraries, and UI governance
- Evangelize design patterns and interface guidelines
- Ensure consistency and scalability across multi-product enterprise ecosystems through shared design systems and governance

**Accessibility & Inclusive Design**

- WCAG / ADA compliance across digital products
- Inclusive UX practices integrated into design systems
- Accessible PDF creation and remediation (InDesign, PDF/UA)

**Tools & Technologies**

- **Figma**, Axure RP, Sketch, Adobe XD, Illustrator, Photoshop, InDesign (Accessible PDF creation & remediation)
- HTML, CSS, JavaScript (working knowledge), Bootstrap
- Agile / Scrum delivery environments

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**EDUCATION****Gayatri Vidya Parishad College of Engineering, Visakhapatnam**

Bachelor's Degree in Mechanical Engineering

September 2007 - April 2011

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**CERTIFICATIONS**

**Certification:** Six Sigma Green Belt (2017) from Indian Statistical Institute, Hyderabad