

PROFESSIONAL SUMMARY

Strategic and results-driven User Experience Designer specializing in **enterprise UX design, B2B solutions, and digital transformation** across fintech, e-commerce, ed-tech sectors. Expertise in solving complex business challenges with structured UX strategies and delivering **scalable, data-driven solutions** in high-stakes environments. Adept at **collaborating with cross-functional teams**, leading **design strategies**, and implementing UX methodologies to enhance efficiency, engagement, and user adoption.

WORK EXPERIENCE

7-Eleven | *UX Design Consultant, Contract*

Project: ERP Tool Enhancement | Enterprise Web App

Oct 2023-Present

- Led the UX design enhancements for an ERP tool, improving usability and workflow efficiency for 7-Eleven's enterprise operations.
- Designed and iterated high-fidelity prototypes in Figma to streamline user interactions and navigation flows.
- Conducted user research and usability testing to refine design decisions, ensuring alignment with business and user needs.
- Collaborated closely with cross-functional teams, including developers and business stakeholders, to integrate design solutions seamlessly.
- Improved design consistency and accessibility by implementing a scalable design system within Figma.
- Developed and maintained a robust design system in Figma, ensuring consistency across multiple enterprise applications.
- Created interactive prototypes and micro-interactions to simulate real user experiences, aiding in stakeholder buy-in and user testing.
- Utilized Figma's auto-layout and component-based design approach to enhance scalability and reusability of UI elements.
- Conducted heuristic evaluations and accessibility audits within Figma to improve usability and compliance with WCAG standards.
- Implemented user feedback loops within Figma, iterating on designs based on stakeholder and usability test insights.

Accenture | *Application Development Analyst, UX Design*

Jan 2022-Sept 2023

Project: Enterprise Resource Planning (ERP) System | B2B Software

- Led UX design for a large-scale ERP system, improving operational efficiency and reducing process bottlenecks for a Fortune 100 client.
- Conducted in-depth user research, synthesizing insights from business analysts, developers, and stakeholders to inform data-driven design solutions.
- Designed and implemented a scalable UI framework that improved system coherence, reducing UI inconsistencies by 30%.
- Developed UI components in Figma that adhered to brand guidelines and design consistency, enhancing the overall design system.
- Used Figma designs into Java-based web applications by utilizing frameworks like Spring and JavaFX, ensuring smooth transitions from design to user interface.
- Worked on designing and developing REST APIs in Java that interact seamlessly with front-end frameworks and data from backend services, reflecting Figma design specifications.
- Used Figma designs were accurately reflected in the final user interface by incorporating responsive design principles and Java frameworks
- Collaborated with UX/UI designers to translate Adobe XD designs into interactive and responsive Java applications.
- Implemented Java-based front-end components that adhere to design specifications created in Adobe XD.
- Integrated UI components with backend services, ensuring seamless data flow and functionality across the application.
- Ensured the design vision in Adobe XD was fully implemented, maintaining consistency across multiple platforms and devices.
- Delivered wireframes, interactive prototypes, and design documentation under aggressive deadlines, ensuring a seamless handoff to engineering teams.

Project: Naik Wealth | Fintech CRM, SaaS

- Designed a fintech CRM platform from the ground up, enhancing wealth management processes for financial advisors handling high-net-worth clients.
- Led user research, including in-depth interviews and usability testing, to uncover pain points in client relationship management.
- Created an intuitive dashboard with real-time data visualization, streamlining workflows and reducing task completion time by 40%.
- Collaborated with product managers and engineering teams to implement essential analytics features, increasing user engagement by 35%.
- Used Figma components and design systems to ensure UI consistency and scalability across different pages of the application, reducing the gap between design and development teams.
- Worked with Figma prototypes to understand user workflows and ensured Java backend was aligned with design expectations.
- Conducted rigorous UI testing based on Figma designs, identifying performance bottlenecks in Java applications, and optimizing the front-end and back-end for smoother experiences.
- Utilized Git to manage collaboration with both development and design teams, ensuring Figma designs were updated consistently in the project.
- Created visually appealing and user-friendly UI/UX designs using Adobe XD and Photoshop to enhance the front-end of Java-based applications.
- Developed wireframes and interactive prototypes using Adobe XD to visualize project workflows and app functionality for Java projects.
- Utilized Adobe XD to prototype and design interactive UI layouts and translated them into functional Java applications, using JavaFX for implementation.

Project: The Pencil App | Publishing, Multi-platform SaaS

- Developed a self-publishing platform from scratch, enabling authors to write, format, market and distribute their books seamlessly.
- Conducted in-depth research on content creators' needs, reader behaviors, and community dynamics to ensure the platform effectively supported diverse publishing formats and user requirements.
- Collaborated with stakeholders to prioritize essential features by conducting A/B tests, leading to cost-effective development decisions that significantly enhanced user experience.
- Worked closely with developers and marketing teams to launch the platform on schedule, achieving a 90% user satisfaction rate in the initial rollout.

Project: HR Management System (HRMS) | B2B SaaS

- Created a robust HR management system from the ground up, optimizing recruitment, payroll processing, and employee engagement.
- Partnered with HR professionals and IT teams to understand workflow challenges and design a system that reduced administrative overhead by 35%.
- Designed an intuitive self-service portal that allowed employees to manage benefits and documentation independently, leading to a 50% drop in support tickets.
- Simplified the onboarding process, cutting new hire setup time by 60% and improving the employee experience.

Project: Platform Enhancement for NNNOW | E-Commerce, B2C SaaS

- Led UX enhancements for an e-commerce platform, refining the purchasing experience and increasing average order value by 20%.
- Conducted heuristic evaluations and A/B testing to optimize navigation, product discovery, and checkout flows.
- Designed a dynamic recommendation system that personalized user journeys, leading to a 15% boost in repeat purchases.
- Worked closely with engineering teams to ensure seamless integration of new features without disrupting existing workflows.

Led multi-platform UX design initiatives across 5 SaaS products, optimizing business intelligence tools, fintech platforms, and Ed-Tech applications.

Project: Enterprise Training Platform for Govt of Chhattisgarh | Web App

- Designed a modern training platform to improve employee engagement and course completion rates.
- Conducted user research across multiple departments, identifying usability gaps and opportunities for

personalized learning experiences.

- Developed a course recommendation system based on user behavior, increasing course completion rates by 40%.
- Led a team of designers, developers, and instructional designers to deliver a fully functional product under a tight deadline.

Project: Performance Management System | Enterprise Web App

- Designed a data-driven performance management system that streamlined employee feedback cycles and goal tracking.
- Partnered with HR and leadership teams to ensure the system aligned with organizational objectives and improved transparency.
- Created interactive dashboards for employees and managers, leading to a 30% increase in engagement with performance feedback.
- Delivered a responsive and user-friendly interface within a 12-week development cycle, balancing speed with high-quality execution.

EDUCATION

University of Maryland Baltimore County

Catonsville, MD

MS Human-Centered Computing (HCI)

May 2024

- Coursework: Fundamentals of Human-Centered Computing, Structured System Analysis & Design, Graphic Design for Interactive Systems, Graphical UI Design & Implementation, Human-Centered Design, Interfaces for Information Visualization and Retrieval, Human-Computer Interaction, UX of AR/VR/MR, Project Management Fundamentals

SKILLS & COMPETENCIES

Skills: Human-Centered Design & Research: Contextual Inquiry, User Interviews, Ethnographic Research, Usability Testing

Design Thinking & Strategy: Service Blueprints, Journey Mapping, Experience Maps, Design Sprints

Facilitation & Stakeholder Engagement: Co-Creation Workshops, Ideation Sessions, Research Synthesis **Agile**

& Lean UX: Sprint-Based Development, Rapid Prototyping, Product Roadmapping

Data Visualization & Information Design: Storytelling with Data, Insight Development, Executive Presentations

Tools: Figma, Sketch, Adobe XD, Axure RP, Balsamiq, Adobe Creative Suite, Jira, Slack, Miro, User Testing, Hotjar, Zeplin