

Lead UX Designer | Outcome-Driven Experience Design

15 Years of industry experience across SaaS, Research, Investment services, Banking, Retail, Jewellery & Lifestyle accessories

Specialising in complex internal platforms, dashboards, and data-heavy workflows for authors, IT admins, coordinators, executive teams and sales. I translate research and stakeholder insights into role-based, decision-centric user experiences that drive high-stakes business outcomes. Seeking to leverage my UX expertise within **an enterprise (B2B) product company** to optimise workflows and enhance system impact.

UI/UX Experience.

Thoughtworks Technologies : Lead Consultant Experience Design

Jul 2021 – present, Gurugram

- **Global agricultural equipment leader** - Presently reimagining UX for a content authoring platform, replacing traditional multi-manual workflows to reduce authoring time and improve efficiency.
- **AI and GPU technology leader** - Designed an enterprise platform connecting GPU providers and consumers to maximise utilisation, including complex reservation and management flows in ambiguous environments. Created decision-centric visualisations for rapid availability assessment and partnered with product to define role-based workflows for efficient approvals and control.
- **UK based Natural history research centre** - Data Ecosystem - Drove discovery and current-state analysis to surface systemic data quality and visibility challenges; prioritised problem areas, led concept design and validation.
- **Leading B2B E-commerce in India** - Co-created a foundational design system and helped in uplifting the visual designs of key screens .
- **Largest Private Bank in India** - Acted as a design partner in requirements definition, stakeholder alignment, prototyping, and delivery validation. Designed scalable workflows, interfaces, and training materials for field adoption.
- **Global personal computing leader** - Designed a unified education portal consolidating tools and communities for IT administrators. Planned and conducted evaluative research to validate design explorations and informed strategic decision-making. Led UX improvements and dashboard component definitions supporting executive funding and performance decisions

Publics Sapient : Sr. Associate Experience Design

Mar 2018 - July 2021, Gurugram

- **Fidelity International** - Modernised a global meetings platform by redesigning conference creation and management workflows, introducing scalable models for multi-attendee mapping and visualisation. Led UX across 8 investment applications, building modular data-driven dashboards that improved scalability, consistency, and analyst decision-making across global teams.
- **Verizon** - Drove UX enhancements for enterprise internet and billing platforms through workflow optimisation, dashboard redesign, and responsive enterprise UX across desktop and tablet, in close partnership with UX leadership and cross-functional teams.
- **Unilever** - Designed and structured web experiences for Unilever consumer brands and helped in UX documentation that enabled faster site builds and self-serve promotional campaigns through structured workflows, reusable components, and clear system guidance.

Power2sme Pvt Ltd : Design Lead UI/UX

July 2016 - March 2018, Gurugram

- Redesigned Power2SME's B2B procurement platform, reducing quotation form drop-offs from 80% to 25% through workflow optimisation. Designed FinanSME, a role-based credit application and verification system for SME owners, sales, and credit teams. Established scalable visual guidelines and reusable email templates, reducing external design costs, and partnered closely with product, engineering, marketing, and QA teams to deliver enterprise-grade web and mobile UX solutions.

Flora Hospitality : UX Designer

March 2016 - June 2016, Gurugram

- Conducted UX audit for Flora Hospitality's hotel websites, identifying usability and conversion gaps and delivering actionable recommendations to improve booking performance.

Gobazar.com (Karbonn Mobiles) : Sr UI/UX Designer

May 2015 - March 2016, New Delhi

- Led and contributed to UI/UX design for Gobazaar.com, Karbonn Mobiles' e-commerce web and Android platform, partnering with design leadership team to deliver designs for development.

Other Experience

Creative Communication and VM Head

Aug 2009 - June 2012, Mumbai

Design Cell Leader : Jewalex India Pvt Ltd

Aug 2007 - June 2009, Mumbai

Education

IIT Jabalpur : M Design (Interaction Design)

July 2012 – May 2015, Jabalpur

NIFT : B Design (Accessory Design)

July 2003 – May 2007, Gandhinagar

Skills

Experience Design & Strategy:

- Workflow optimisation, Role-based system design, Data-heavy interface design
- User needs research, UX audits, Usability testing, Interaction design
- Prototyping, Solution & concept validation, Business value articulation
- Strategic thinking, Agile design, Market research

Visual and Interaction Design

- Visual design · Visual identity systems · Design principles
- Data visualisation for dashboards and enterprise tools
- Motion design fundamentals · HTML & CSS fundamentals
- Print, packaging & label design

Collaboration & Workplace Skills

- Requirement gathering · Cross-functional collaboration · Stakeholder communication · Delivery planning · Prioritisation · Time management

Other Hands on experience

- Drawing, Stop motion video, Simple product prototyping , Jewellery manufacturing process, Product and panoramic photography , Signage design

Tools

Design & prototyping:

- Figma, Sketch, Axure, Adobe creative suite

Product & collaboration

- Jira, confluence, Mural

Research & testing

- UserTesting

AI Assisted design & productivity

- ChatGPT, UX pilot, Figma make

Online Presence

- [LinkedIn](#)
- www.vikrantchaudhary.com
(password available on request)