



WORK EXPERIENCE

VP – User Experience & Design

Resolve Disputes Online
Aug 2022 – Present

- Championed the RDO platform's user-centred, globally applicable UX vision.
- Recruited and managed talented designers to implement the company's digital strategy.

Director – User Experience & Design

Resolve Disputes Online
Jun 2021 – July 2022

- Created, coached, and led the design of an expandable interactive style guide, managed the application's long-term UX vision.
- Initiated and spearheaded the shift to user-centric design and developing working prototypes to test hypotheses with end-users.

Head– User Experience & Design

Wall street English
Feb 2018 – May 2021

- Launched new design system, facilitated user research, mentored and trained other designers, provided thought leadership and innovation, and empowered product teams to understand Lean UX.

Head– User Experience & Design

Pearson Inc.
Apr 2016 – Jan 2018

- Managed UX teams in Pearson School & English division, developed a Design system to share research and insights with digital departments and stakeholders, developed an annual budget, optimized products/services, and managed UX teams for 12 products in the portfolio.

Manager – User Experience & Design

Pearson English.
Mar 2013 – Mar 2016

- Led the UX design and research team at Pearson Inc.'s English Division, enhancing UX strategy through process implementation and Design Thinking. Ensured adherence to UI standards, prioritised customer needs, and fostered continuous improvement. Managed staff training and performance, and developed a UX Toolkit to boost productivity.

UX Architect / Associate Manager

Global English
Jun 2010 – Feb 2013

- Launched new design system, facilitated user research, mentored and trained other designers, provided thought leadership and innovation, and empowered product teams to understand Lean UX. Moved with others while english division separated as a new company from Pearson.

UX Lead

Global English
Apr 2008 – Jun 2010

- Lead UX Workshops to define business and user objectives, identify audiences, and map out projects, collaborate with product teams, and ensure best practises are adhered from ideation to Launch of the product.

Project Consultant

LevelField Inc.
May 2006 – Mar 2008

- Developed interactive websites for Levelfield in Austin, evaluating and improving user experience. Interviewed candidates, provided technical support, and developed 100 interactive websites, introducing new techniques for usability improvement.

Sr. Lecturer – Web & Games Design

SAE India
Jun 2005 – May 2006

- Organised classes in games, web design, and multimedia software across India, coached students in Designing and Developing Web Pages, 2D and 3D games, and managed module structure and course material.

Head – Academics & Professional Training

Auriga Multimedia (Training division of Macromedia & Discreet)
Jan 2004 – May 2005

- Revamped curriculum and training methods, coordinated with external academic and non-academic bodies, oversaw exams and certification, and managed course structures. Maintained academic records and implemented measures for system compliance. Delivered professional training in web and game design and development.

Lecturer – Web, Apps & Games

Arena Animation (Training division of Adobe, Macromedia & Discreet)
Mar 2000 – Dec 2003

- Conducted multimedia software classes for students, delivered high-quality teaching to achieve customer satisfaction, implemented a quality system to enhance training delivery, and ensured efficient use of company resources.

EXPERT IN

UX Strategy / UX Management / Product ideation / Product analytics / User Experience Design (UED) / Interaction Design / Wire-framing / User-Centred Design / UI Design (Web / Mobile / Tablet) / Responsive Design / Usability Testing / A/B testing / Flow charts / Heat maps / Personas / Rapid prototyping / Surveys / Card Sorting / Qualitative / Quantitative Studies / Competitive analytics / Agile / Lean / Scrum / SAFe 4.5.

SKILLS

UX Design tools:

Sketch / Zeplin / Figma / Flinto / Adobe Creative Suite.

UX research tools:

Usertesting.com / Userzoom / Usabilityhub / Hotjar / Crazyegg / Optimizely.

Development Tools:

WordPress / GitHub / SourceTree / Bitbucket / Sympli Version

Scan the QR code and visit my portfolio

