



## PROFILE

I am working as Senior UX UI Designer with 12+ years of experience delivering data-driven, user-centered solutions for banking and SaaS platforms in high-stakes environments. Adept at leading UX strategy, cross-functional collaboration, and complex design systems for enterprise-scale applications. Proven expertise in digital banking flows (KYC, transfer, credit card, loan, payments, onboarding), dashboard UIs, SaaS workflows, and accessibility standards (WCAG). Skilled in translating business goals into actionable design KPIs that increase user satisfaction, product adoption, and ROI.

Advanced in Figma, UX research, design systems, prototyping, and Agile product delivery. Currently seeking to bring product-thinking and user insight to a fast-paced innovation-driven team in the UAE.

## KEY SKILLS

UX/UI/Product Design	UX Research & Data	Team Collaboration & Agile
UX Strategy	User Journey Mapping	Agile UX
User-Centered Design	Heuristic Evaluation	Jira & Confluence
UI Design	UX KPIs & Metrics	Design Thinking Workshops
Figma (Advanced)	Usability Testing	Product Design Ownership
Design Systems	Google Analytics	Cross-functional Teams
Responsive Web Design	Hotjar	UX Roadmapping
Accessibility (WCAG)	A/B Testing	MVP Design
Dashboard UX	Persona Development	
Mobile-first UX		
Wireframing & Prototyping		

## EXPERIENCE

Xibtech - Sr. UX UI & Product Designer

Jun 2024 - Present - Part Time - Dubai, United Arab Emirates

As a part-time **UX consultant** for this IT solution and service company, the role involves working on projects basis to enhance user experiences for various digital products and services. I collaborates with their offshore teams in India including project managers and developers, to ensure that the end-user’s needs are met. Here's a breakdown of the key responsibilities

### Responsibilities:

- Conduct user research through interviews, surveys, to understand user behavior, needs, and pain points
  - Develop user personas, and user journey maps, and present it to the project stakeholders.
  - Create wireframes, mockups, and prototypes to illustrate design concepts.
  - Present design concepts and user research findings to clients and internal stakeholders.
  - Assist with managing timelines, deliverables, and expectations for UX-related tasks
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### **Yomly - Senior Product Designer**

*May 2022 - Jun 2024 - Full Time - Dubai, United Arab Emirates*

I was working in core product team as Senior Product Designer. I played a major role and leveraging my expertise in user research, wire-framing, and prototyping for multiple squads. I have created interfaces that modernize complex HR journeys such as Leave Request, Clock In/Out, Time sheet, Employee Roster, Expense Reimbursement, End of Service, etc. These design are based user insights and closely aligned with business objectives, and that results in a product success in Middle East and European region.

### Responsibilities:

- Work closely with product owners, developers, to define user stories, prioritize features, and ensure alignment.
  - Participate in daily stand-ups, sprint planning, and retrospectives to stay aligned with the squad's progress and contribute ideas from user's perspective.
  - Create wireframes and interactive prototypes that effectively communicate design ideas and user flows.
  - Iterate on designs based on feedback from users, stakeholders and team members, ensuring the design is meeting users goal and it is intuitive.
  - Develop and maintain a consistent design system that ensures a cohesive look and feel across the Yomly application.
  - Ensure all design elements add to the style guide and contribute to the scalable and maintainable of the product and shared with development team.
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### **Dubai Islamic Bank - Lead UI UX Designer**

*Jan 2019 - May 2022 - Full Time - Dubai, United Arab Emirates*

Worked as a Lead UI/UX Designer for the Digital Department. I lead the design efforts for the bank's digital transformation initiatives. It involved creating user-centric design that modernized the bank's digital platforms and intuitive user experience across all user journeys. This journeys includes Customer Onboarding, Credit Card, Finances (Personal, Auto, Mortgage etc), Corporate Banking etc. By collaborating closely with product managers, IT teams, and stakeholders. I delivered innovative design solutions that aligned with the bank's business goals, enhancing customer engagement and satisfaction.

## Responsibilities:

- Worked with product owners, developers, and stakeholders to define and refine digital transformation goals.
- Joining daily stand-ups, sprint planning, and retrospectives to ensure design work aligns with the Agile process for all the squads.
- Articulate the design vision for the bank's digital products, ensuring a consistent and cohesive user experience across all digital channels (Mobile, Tablet, Web and ATM)
- Lead brainstorming sessions and design workshops to generate innovative ideas and keep all stakeholders and team on same page.
- Create detailed wireframes and interactive prototypes to visualize the user interface and user journey. Engage in continuous feedback from users, stakeholders, and development teams and iterate the design.
- Present design concepts and progress updates to senior management and stakeholders, clearly articulating the rationale behind design decisions.
- Collaborate with developers during the implementation phase to address any design-related challenges and ensure the final product meets design specifications.

## PREVIOUS EXPERIENCES

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### **Mercedes Benz R&D India - Senior UX Designer**

*October 2018 - Jan 2019 - Contract - Bangalore, India*

### **World Bank Group - IFC - Lead UX Designer**

*Jun 2017 To Sep 2018 - Contract - Bangalore, India*

### **Deutsche Bank (DBOI) - UX Designer**

*Jul 2012 To May 2017 - Full Time - Bangalore, India*

### **Computer East Outsourcing - Web Designer**

*Sep 2011 To Nov 2011 - Full Time - Bangalore, India*

### **Trinth Holdings - Web Designer**

*Sep 2009 To Sep 2011 - Full Time - Bangalore, India*

## AWARDS & RECOGNITION

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- Best Designer Award For Deutsche Bank Group Intranet Project, From Global Head.

## EDUCATION

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- Bachelor Of Arts (BA) From Dibrugarh University, India In The Year 2008.
- 3 Years Diploma In Computer Science From Epitome Consultancy, India In The Year 2006.

## CERTIFICATION

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- HCI - Fundamentals & Design Principles, *Georgia Institute Of Technology (GIT)*
- HCI - Cognition, Context & Culture, *Georgia Institute Of Technology (GIT)*
- Customer Experience: Journey Mapping, *Lynda - LinkedIn*
- Design Thinking: Customer Experience, *Lynda - LinkedIn*
- Strategic Thinking, *Lynda - LinkedIn*
- UX Foundations: Style Guides And Design Systems, *Lynda - LinkedIn*
- Project Management Foundations: Small Projects, *Lynda - LinkedIn*

## PERSONAL DETAILS

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Passport Number: **T6785828**

Visa Status: **Own Visa**

DOB: 1st July, 1984

Holding UAE Driving License