

Summary

Creative, strategic, and hands-on **Senior UX/Product Designer** with 15+ years of experience shaping core **B2B SaaS products** (both internal/external) and delivering intuitive, scalable, and high-impact experiences across public sector, legal tech, finance, and IoT. Proven expertise in tackling the complexity of enterprise B2B environments, crafting design systems/libraries, leading and driving end-to-end UX from discovery to delivery.

Equipped with a strong foundation in accessibility, cross-functional collaboration, UI design, and UX strategy, I thrive in fast-paced, multidisciplinary teams, bringing a balance of creative thinking and systematic execution.

Core skills

Design

- End-to-End Digital Product Design
- Information Architecture
- Responsive & Native Mobile Design
- Visual & Interaction Design
- Data visualisation & Dashboards
- B2B SaaS & Enterprise UX
- Inclusive & Accessible Design
- Consistent, reusable UI libraries
- Data-Driven Decision Making

Technical

- **Design Tools:** Figma (Auto Layout, Variants, Component Libraries, Prototyping), Zeplin, Miro, UserBit, Overflow, Confluence, JIRA
- **Methodologies:** Agile, Scrum, Design Thinking, Lean UX, User-Centered Design.
- **Prototyping & Research:** Wireframing, User Flows, User Research, Usability Testing, Heuristic Evaluation, UX Audits, Personas, Journey Mapping
- **Analytics & Behaviour Tracking:** Google Analytics, Hotjar
- **Front-End Collaboration:** Working with developers on UI/UX implementation

Professional

- Strategic problem-solving

Work Experience

MarstonHoldings, Public Sector, London **Senior Experience Designer** Nov 2023 – Mar 2025

- Designed and scaled internal-facing B2B digital services for public sector clients, improving service accessibility, dashboards, and reducing effort for caseworkers and administrative users.
- Built and governed a Figma-based component library tailored for B2B applications, ensuring faster design-to-dev handoff and visual consistency.
- Led research and co-creation workshops with users and stakeholders to validate assumptions and shape product direction.
- Embedded design QA processes across the team, helping to align teams on quality, accessibility, and UI standards.
- Advocated for user-centred design practices within a large-scale transformation project involving technical and non-technical audiences.

BNY, Finance Sector, London **Senior UX Designer** Sep 2022 – Jun 2023

- Led UX design for enterprise-grade B2B financial platforms, delivering critical enhancements to navigation, dashboards, workflows, and overall usability.
- Created a unified design library for internal tools and products, increasing delivery velocity and consistency.
- Worked closely with product managers, BAs, and engineering to align technical and business goals with user needs.
- Mentored junior UX designers and contributed to

- Cross-functional Collaboration
- Design Process Optimisation
- Stakeholder Engagement
- UX Strategy & Research
- Team Leadership & Mentorship
- Innovative mindset
- Presentation skills
- Decision making and prioritisation
- Empathy-Driven design

Education

- **Masters in HCS**, Computer science, City University, London, UK
- **Bachelors in Chemical Engineering, B.Tech**, Madras University, Chennai, India

Certifications

- Accessibility Foundations, Uxcel, Oct 2025
- Mobile Design, Uxcel, Oct 2025
- Agile methods for UX design, IxDF, International Design Foundation, Oct 2025
- Mentorship Mastery, Uxcel, Sep 2025
- UX Design Leadership, Uxcel, Feb 2025
- User Psychology, Uxcel, Feb 2025
- AI for Designers, IxDF, International Design Foundation, Jan 2025
- Certified Scrum Product Owner (CSPO), Scrum Alliance, Aug 2019
- Certified Usability Analyst (CUA), Human Factors International (HFI), Apr 2008

evolving design maturity and documentation practices using Figma best practices.

- Simplified complex financial concepts and multi-step flows, making the product more accessible to internal teams and enterprise clients.

Sweep Technologies, IoT Sector, London **Senior Product Designer**

Mar 2021 – Sep 2022

- Delivered core design for a B2B IoT platform, transforming technical device data into actionable and human-readable dashboards.
- Designed scalable design systems that ensured consistency across web portals and mobile apps.
- Conducted extensive research with clients and users, gathering qualitative and quantitative insights that directly shaped roadmap priorities.
- Reduced iteration cycles by streamlining agile design practices and clarifying MVP requirements with product and engineering leads.
- Aligned product design with marketing and client success to support onboarding and adoption across enterprise customers.

Thomson Reuters Highq, Legal sector, London **Senior Product Designer**

Nov 2013 – Mar 2021

- Designed and optimised workflows for core B2B legal collaboration platforms used by law firms and financial institutions.
- Collaborated with stakeholders to lead discovery and design thinking workshops that uncovered client pain points and product opportunities.
- Introduced structured usability testing protocols and design library enhancing design decisions with direct user evidence.
- Led cross-team mentoring initiatives and supported designers across feature pods and delivery teams.
- Translated domain-heavy legal workflows into intuitive interfaces, dashboards and data visualisations that helped reduce onboarding time and support volume.