

diversified roles such as researcher, interaction designer, and usability evaluator. My strongest skills are a design thinking approach in problem-solving, educating, & mentoring project teams. Education Indian Institute of Technology, Delhi Master of Design (M.Des.), Industrial Design Bachelor of Engineering, Production Engineering Jul 2006 - Jun 2008

Key Differentiator Design Best Practices Design Thinking **Productisation Process**

Design Systems

Experience Principal Product Designer May 2020 - Present encora 🎇

Encora Inc. Pune https://www.encora.com/

As a **Principal Product Designer,** I work with large enterprises, engaging them in product discovery workshops to understand product vision & and roadmap, business requirements, and product and user goals using vision boards. Moving to the define and design phase, I coordinate with a team of designers to conduct UX Audits, personas, workflows, IA, low fidelity, and high fidelity prototypes. The team uses different tools and techniques to conduct remote and moderated usability testing to validate concepts with real users. As a **Design Evangelist**, I worked with multiple startups and mid-level organizations to facilitate Discovery/ Design Thinking Workshops to develop their MVPs. Collaborate with partners to co-create products by advocating for design best practices, educating them on different design processes, and inspiring and engaging them throughout the process. View detailed case studies on: amitmarathe.com

As a **Leader**, I elevate the UX practice and drive measurable business impact by contributing to UX pre-sales, contributing to setup design practice, hiring, and grooming designers, and acquiring necessary skillsets. I also mentor and guide fellow designers to ensure successful project engagement and delivery in their respective projects. Encora File Ambassador Encora File Ambassador

Project Duration: Ongoing Project

UX Architect Oct 2017 - May 2020

Contribution as UX Designer

As Evangelist

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Schlumberger Ltd. https://www.slb.com/

Business Challenges

Contribution

· Defining persona.

Senior UX Lead Apr 2013 - May 2016

Persistent

Persistent Systems Ltd., Pune https://www.persistent.com/

leaders across Industries.

levels, Infrastructure analysis.

• concept validation it with real users.

Business Process Application

bmc

Challenges

Contribution

Spectre

Sputnik

Benchmarking

NSI OCEAN

https://www.ocean.slb.com/

Ocean Portal

UI Lead May 2011 - Apr 2013

Infosys **7** Finacle

Infosys Ltd., Bangalore

and mobile applications.

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Accounts Summary

Areas Worked:

Contribution

https://www.edgeverve.com/finacle/

• Value-added services for Infosys Labs

• Lead the retail web and mobile banking application

 Introduction of new baking applications such as kids' banking • Design support for the enhancement of mobile wallet services

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BUSINESS REQUIREMENT

VISUAL DESIGN

USABILITY TESTING

COMPETITOR

UX STATERGY TEAM

UI Designer Sep 2009- May 2011

Hettich India Pvt. Ltd, Mumbai https://web.hettich.com/en-in/

Understand the challenges of the current unorganized carpenter furniture market and

Provide an easier way for the end user to design their own modular furniture using Hettich fittings

Increase in sales by 11% in retail sales through

• Increase in sales by 17% in the coming quarter

Hettich

Solution

Outcome

assisted sales.

furniture fittings used.

intern increase sales.

BMC Software Ltd., Pune https://www.bmc.com/

Project Duration: 16 Months

orchestration, AIOps, and security.

• Understand the SaaS platform.

• Understand technology capability.

and link issues to knowledge articles.

• Development support in product releases

Outlook (2181)

Application is used across all platforms and devices.

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• Understand the business process and platform workflows.

• Product validation with end users with lean UX methodology.

Laptop

• Work with product owners to visualize product ideas.

· Development support in the release plan

Big Data Dashboards

• Define usability goals.

• Coming up with assumptions and hypotheses.

• Prioritize the hypothesis and iterate. • Create mockups (clickable prototypes).

Pune unit.

MVP

drilling and processing to the oil and gas industry.

Setup UX practice at Pune Technology Centre (PUTC)

Started practice of Lean UX for cloud transformation projects.

Before

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for core product development

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• Lead UX practice and mentor UX Designers

Following the UCD process, my team and I started with a UX audit evaluating existing workflows from usability, content, and accessibility, conducting stakeholders workshops to understand the business vision, product and user needs, understanding user journeys, prioritizing module and features, creating workflows, IA, wireframes and high fidelity prototypes. We conduct usability testing to validate it with user groups. The File Ambassador application will convert different file types and process the data into the Database. It contains a Web-based application used to manage various capabilities of the tool. Challenges Contribution • Limited user access and usage analytics • Modular design approach for design

As a Principal Product Designer, I work on an enterprise platform for revamping legacy applications.

• Understand business process • Content revamp for the minimal learning curve • Identify and prioritize bounded context/module • Accessibility compliance Prioritise features

Dashboard, Tasks and Trading Partner Screns CHANGE HEALTHCARE Change Healthcare LLC. https://www.changehealthcare.com/ Project Duration: Ongoing project I worked with Change Healthcare (Earlier PDX) for revamping of existing pharmacy management system and implementation of a design system for a range of its products in healthcare. Starting with heuristic evaluation,

I went ahead with the contextual inquiry of the pharmacy system in the US visit and created personas, task

flows, IA, and low and high-fidelity wireframes. Tested concepts with users using remote testing. Change Healthcare is a healthcare technology provider of revenue cycle management, payment management, and health information exchange (HIE) solutions. Focused on value-based healthcare systems, the company creates products for payers, providers, and patients. Before-After screen of pharmacy management system Design system component library using storytel

certis Icertis Pvt. Ltd., Pune https://www.icertis.com/ Worked as UX Architect with the cross-functioning team for the design of the product as a platform. Followed UCD process right from discovery evaluating business requirements, product roadmap, product backlog, release plan, and prioritization. As the next step in UCD, i.e. define and design process, do a heuristic evaluation of existing flow, validate existing persona and user journey, create workflows and IA, wireframes, prototypes, and usability testing of the application. Icertis is a software company that provides contract management software to enterprise businesses using a software-as-a-service model. **Business Challenges** Started as a customized service offering for a client, and later converted to the platform to serve multiple clients. Platform scaled up rapidly based type of customer base and their business requirements. The platform started facing challenges with performance and usability issues due to the old framework with multiple clients using different platform versions. As a result, it started receiving low CSAT scores from customers. **Solution:** Implementation of the Design system started with UI unification Increase CSAT of key workflows

• Work with a team of product managers, business analysts, pre-sales, engineering, and documentation

Big Picture

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• Work with clients like Daimler, Google, Apple, and Transurban for platform customization

Conducted successful UX studio workshops for Google and Daimler.

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10 C 170 **Incremental Change** 15 Days 17 Days **UX Architect** Jun 2016 - Sep 2017

As UX Architect, I started UX practice at Pune Technology Center delivering successful MVPs.

Migration and merge of multiple legacy applications to web-based applications

Build successful products (MVP) namely Data Integration, Data Search, and Studio.

• Qualitative user research (questionnaire) and focus groups with business experts.

• Prioritise pain points along with other requirements coming from business analysts.

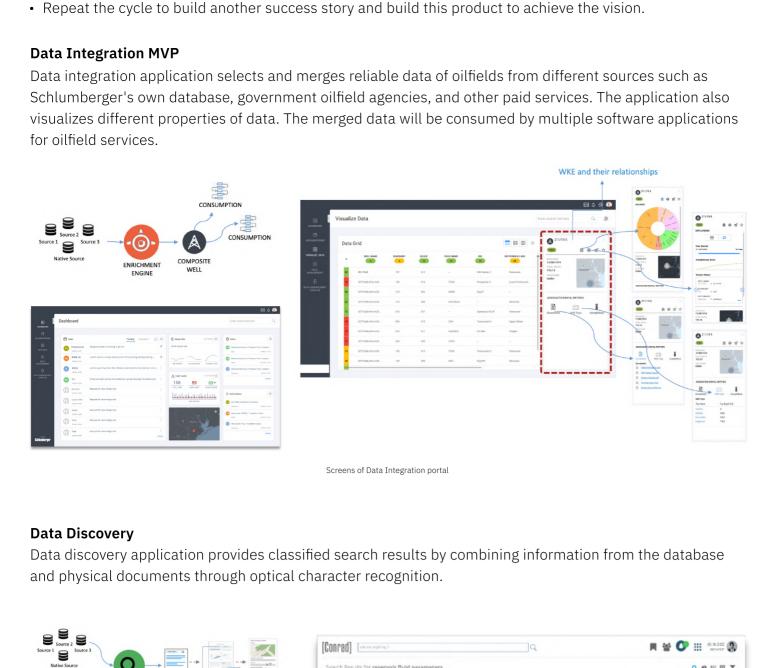
• Create prototype: working version (build) with real data to show a success story.

Schlumberger is oilfield services company provides technology for reservoir characterisation, production,

Work with a team of UX designers at different geographic locations to follow global UX practices within the

• Understand business goals with the help of product owners (business analysts) along with success criteria.

• Going back to the user and taking user feedback validating usability goals and redefining hypothesis.

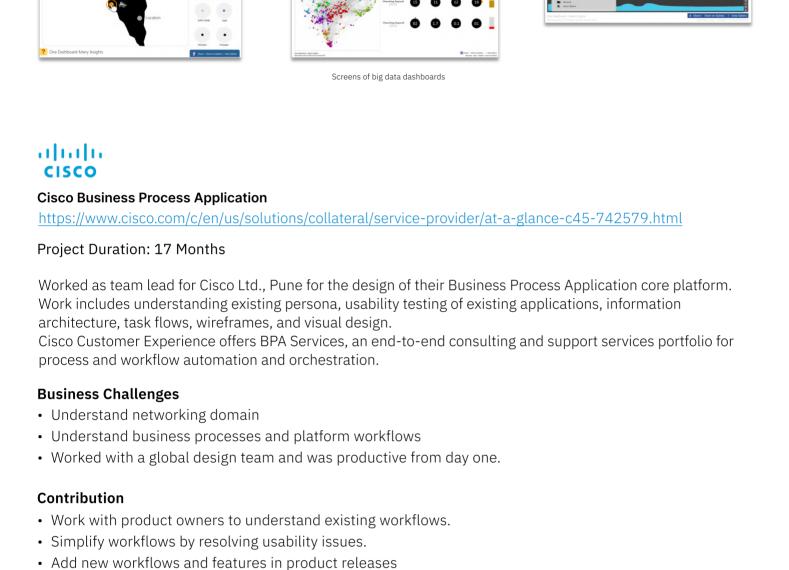


Screens of Data Discovery portal

Persistent Systems is a trusted Digital Engineering and Enterprise Modernization partner for global market

Created big data visualisation dashboards for India Elections, Flight reliability, IT Project health, pollution

Worked as a team leader with different product organizations at their locations.



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Screens of Cisco BPA portal

Worked with BMC Software at the Pune location with their incubator to design different portals.

BMC Software specializes in software designed to enable an autonomous digital enterprise, developing products used for multiple functions including automation, service management, DevOps, workflow

This is SAAS service used for IT tickets raised by employees in organizations for using different resources. This application Identifies hotspots/problems using ITSM Incidents, suggest candidate knowledge articles,

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data gathered from APK will be able to identify issues that create business continuity.

Screens of Spectre portal

This application ensures business continuity in mobile applications used by end customers through APKs. The

Screens of Sputnik portal

This application helps to benchmark the process of the organization to validate the effective utilization of

resources. End users use this data to benchmark themselves, set targets, and drive their improvement strategies.

Screens of Benchmarking portal

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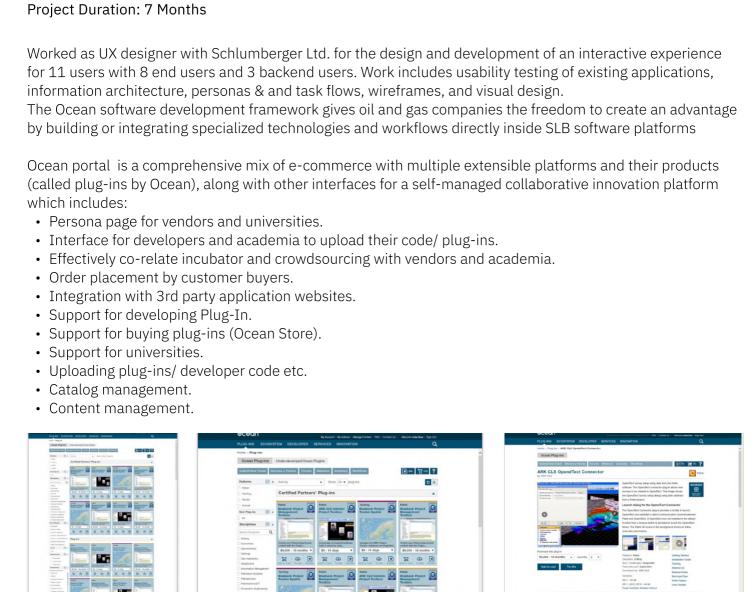
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Screens of Ocean portal

Worked as Team Lead with a cross-functioning team for the design of the product as a platform called Finacle. Followed UCD process from business requirements to usability testing of the application.

• Design support for customization for leading financial organizations for their retail banking releases

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Account Balance

Recent Transactions

Funds Transfer

REQUIREMENT GATHERING

FUNCTIONAL FLOW

PERSONAS

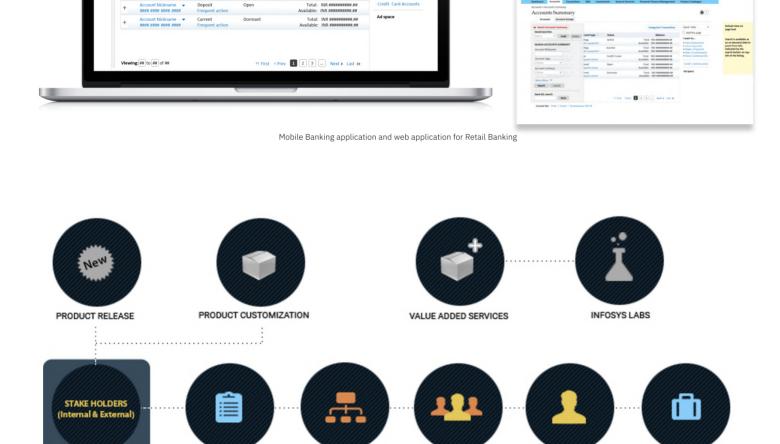
WIREFRAMES

DESIGN

Bill Pay Service Request All Transactions

• Core Platform release planning, design, and development support

Finacle platform is used to support banking activities for retail and corporate banking operations for web



TASK FLOW

CLIKTHROUGH

DEVELOPMENT

DEVELOPMENT

UX workflow in Finacle

FUNCTIONAL

USER INTERVIEWS

iOS, Android, Windows, J2ME, thin client

MOBILE INTERACTIONS

UI SPECIFACTION

DISCUSSION WITH DIFFERENT TEAM MEMBERS

Continued work as a User Interface Designer, I applied some of my research findings of the furniture industry in the Indian context to design Hettplan software with a global team of furniture designers and developers. The Hettich Group is one of the world's leading manufacturers of furniture fittings. **Business Challenge** Increase sale of Hettich Furniture fittings at pan India level considering the emerging market.

Contribution • Understand existing market segmentation • Deign of DIY application Testing with users **Application Link** https://web.hettich.com/en-in/hettich-plan

User Researcher (Deputy Manager) Jul 2008- Jul 2009 Godrej & Boyce Ltd., Mumbai https://www.godrej.com/godrejandboyce/ Started my career as a User Researcher, I worked with the marketing and sales team of Godrej Interio to understand the current market positioning and vision for its products. By doing qualitative research with contextual inquiry I redefined the market segmentation of furniture buyers to help them achieve business Godrej & Boyce is a manufacturing division of Godrej & Boyce focusing on the design and manufacture of home and industrial furniture.

Problem Decline in sale of interior products by 37% Solution Understand current market segment and user segment and redefine market segment based on users' brand perception, buying capacity, buying patterns, and demographics Contribution Conduct qualitative user research (Contextual inquiry and Questionnaire) • Detail user study report based on research • Product portfolio recommendation based on research **Outcome** Redefine market sagmant based on user research · Repositioning of product portfolio by marketing