

Professional Summary

Seasoned UX professional with over a decade of experience driving enterprise digital transformation, financial services UX, and large-scale design modernization. Proven expertise in crafting scalable, accessible, and user-centered experiences that improve engagement and operational efficiency.

Bringing a strategic blend of UX expertise, product strategy, and hands-on design execution, I specialize in transforming complex workflows, banking systems, enterprise applications, and high-risk environments into seamless, accessible, and business-aligned solutions. With expertise spanning design systems, service design, and UX standardization, I focus on bridging strategy, technology, compliance, and human-centricity to drive meaningful user engagement and business impact.

Areas of Expertise

- **Enterprise UX & Digital Transformation** – Leading UX modernization across finance, SaaS, and government sectors
- **Design Systems & Scalable Frameworks** – Establishing governance-driven UI/UX standards for multi-platform ecosystems
- **Product & Service Design** – Creating intuitive, high-performance digital experiences for complex applications
- **User Research & Data-Driven UX** – Leveraging structured research and analytics to optimize workflows and engagement
- **Pre-Sales & UX Consulting** – Driving UX roadmaps, RFPs, and solution consulting for business transformation

Execution & Delivery

- **End-to-End UX Execution for Enterprise Platforms** – Designed and optimized UX for large-scale banking, SaaS, and government platforms, ensuring seamless workflows and accessibility compliance.
- **Information Architecture & UX Strategy** – Defined scalable IA models that streamlined navigation and improved user efficiency across multi-product ecosystems.
- **Wireframing & Prototyping** – Built high-fidelity interactive prototypes, expediting product validation and reducing development rework.
- **Component-Based Design System Implementation** – Standardized UX through scalable design systems, driving UI consistency across enterprise applications.
- **User Research & Usability Testing** – Applied quantitative and qualitative insights to refine experiences, enhance adoption, and improve engagement.

Product & Business Impact

- **Enterprise UX Strategy** – Aligning UX with business objectives to enhance product scalability and adoption
- **User-Centered Digital Transformation** – Enhancing usability, accessibility, and engagement for large-scale platforms
- **Cross-Industry UX Execution** – Delivering impactful UX solutions for banking, SaaS, education, and government services
- **Pre-Sales & Solution Consulting** – Shaping UX proposals and design strategy for enterprise transformation initiatives

Clientele

Barclays, Société Générale, Hellenic Bank, Qatar Government, American Association of Medical Colleges, Marriott Bonvoy

Industry Experience

- **Banking & FinTech** – Digital banking, lending, security UX, Open Banking compliance
- **SaaS & Enterprise Tech** – Multi-platform UX, workflow automation, cloud-based platforms
- **Government Services** – Public portals, digital identity, accessibility-driven UX
- **Medical & Education Platforms** – Faculty & student systems, academic research tools
- **Security & Compliance** – Cybersecurity, risk management, regulatory-driven UX
- **Hospitality & E-commerce** – Customer-facing platforms, booking & transaction UX

Tools & Technologies

- **Design & Prototyping:** Figma, Sketch, Adobe XD, Axure
- **Collaboration & Documentation:** Jira, Confluence, Miro, FigJam
- **Research & Analytics:** Google Analytics, Hotjar, UserTesting
- **Enterprise Platforms:** Salesforce, ServiceNow, SAP, Adobe Experience Cloud, PEGA, Backbase, Open Banking APIs
- **Analytics & BI:** Power BI, Tableau

Education

- **Master of Design, Industrial Design** – Indian Institute of Science, India
- **SAFe® Scrum Master (SSM)** – Capgemini
- **Digital Transformation** – Coursera
- **Digital Product Management** – Coursera



Selected Engagements

LTIMindtree UK Limited, London, UK

2020 - Present

Digital Retail Banking UX Lead | Hellenic Bank

Leading digital transformation of retail banking platforms for Cyprus's second-largest bank, optimising customer experience across web and mobile channels.

- Optimised 54+ banking journeys across payments, transfers, and everyday banking functions
- Migrated 3,000-4,000 design components to Figma, improving development efficiency by 40%
- Implemented secure digital services for loans, investments, and card control with real-time features
- Led EAA compliance implementation and WCAG 2.1 standards integration
- Established comprehensive design system ensuring consistent banking interactions

Digital Services UX Lead | Qatar Government

Led offshore UX strategy for national digital transformation initiative covering 1,500+ government services.

- Mapped and categorised services into digital, hybrid, and manual workflows
- Established design standards through benchmarking with Gov.uk and Estonia e-Governance
- Created inter-ministry service integration framework supporting omni-channel delivery
- Developed strategic blueprint for FIFA World Cup digital service readiness

UX Modernisation Lead | American Association of Medical Colleges

Led enterprise UX transformation for critical medical education systems across U.S. medical schools.

- Transformed 10+ enterprise applications, improving workflows for institutional staff & administrators
- Scaled design system coverage from 30% to 90% across academic & research platforms
- Enhanced data workflows for student records, faculty data, and programme management
- Implemented Power BI and Tableau integration for improved institutional reporting
- Ensured WCAG 2.1 and Section 508 compliance across platforms

Pre-Sales & Strategic UX Consulting Lead

Leading strategic UX consulting and pre-sales, shaping transformation roadmaps for enterprise engagements.

- Developed UX roadmaps and PoCs for financial services, security, and enterprise transformation
- Led high-value proposal workshops identifying pain points and experience models
- Established GDPR-compliant UX frameworks for banking and regulated industries
- Positioned UX as key differentiator in RFPs and digital strategy proposals

Capgemini Limited, London, UK

2015 - 2020

Senior UX Designer - Security & Risk | Barclays Chief Security Office

Led UX transformation for critical security applications, enhancing threat monitoring and executive protection capabilities across global banking operations.

- Optimised 35+ security workflows improving threat intelligence and incident management efficiency
- Reduced analyst cognitive load by 30% through refined security monitoring interfaces
- Enhanced risk visibility through Power BI dashboards and ServiceNow integration
- Unified security operations through Microsoft Teams and incident response frameworks
- Implemented design patterns maintaining strict banking security standards

Lead UX Designer – Digital Banking UX & Omnichannel Strategy | Societe Generale

Directed UX transformation of retail banking platform serving millions of users across Middle Eastern market.

- Transformed 30+ banking journeys improving digital self-service capabilities reducing branch dependency
- Designed secure authentication workflows ensuring banking security compliance
- Developed bilingual banking interface enhancing accessibility for diverse customer base
- Led cross-functional UX team through platform modernisation, managing stakeholder expectations
- Established scalable framework supporting future banking innovations