

Professional Summary

Strategic Senior UX Designer with 20+ years of experience delivering user-centered digital solutions across Banking, Healthcare, E-commerce, and Enterprise platforms. I specialize in UX strategy, onboarding user flows, and design systems, pairing strategic direction with hands-on execution. I partner with cross-functional teams to shape product vision, improve KPIs, and elevate customer journeys while mentoring designers and strengthening UX practices. Adept at translating complex business requirements into scalable design solutions while leading cross-functional collaboration across Product, Engineering, and Marketing teams.

Core Competencies

- UX Research & Strategy
- Design Systems & Standards
- Accessibility (WCAG 2.1 AA)
- Stakeholder Management
- Wireframing & Prototyping
- Visual Design & Branding
- Usability & A/B Testing
- Information Architecture
- User flow/Journey Mapping
- Responsive Design (RWD)
- AI-Assisted UX Research/Prototype
- Agile/Scrum Methodologies

Tools

Design & Prototyping Tools: Figma, FigJam, Figma Make, Sketch, Adobe XD, Photoshop, Illustrator, InVision, Zeplin, Axure RP, Hotjar, MIRO, ChatGPT, UXpilot AI, Webflow, Claude AI, Adobe Animate, Adobe After effects, Adobe Premiere

Design Systems: Salesforce Lightning Design System, SAP Fiori UI, Microsoft Fluent UI, Material Design, Custom Design System Development, Design for IOS/Android Platform

Development Skills: HTML5, CSS3, JavaScript, Bootstrap Framework, React JS

Project Management: JIRA, Slack, Agile-Scrum, Waterfall, Hybrid Methodologies

Specializations: Accessibility Compliance (WCAG 2.1 AA), Information Architecture, Wireframing, Visual Design, Interaction Design, Design Documentation, Style Guides, Icon Design, AI-Driven Prototyping

Professional Experience

Sr. UX Designer | HCL Tech

Oct 2023-Jan 2026, Sep 2012–Feb 2023

Client: PenFed Credit Union(USA) | Mortgage Application & Digital Banking Platform (Oct 2023 – Dec 2025)

Senior UX Designer

- Led migration from Adobe Experience Manager to Salesforce, redesigning end-to-end mortgage user flows and global navigation, improving task completion by 30% and increasing customer satisfaction by 15%
- Designed onboarding and pre-qualification sign-in experience with streamlined user journeys, increasing onboarding completion rate by 25–30%
- Developed and maintained a scalable design system, and design for IOS/Android Platform ensuring visual and functional consistency across platforms and reducing design-to-development time by 30–45%
- Created customer journey maps, wireframes, interactive prototypes, and high-fidelity mockups to validate design concepts
- Conducted usability reviews and accessibility, delivering Agile solutions while meeting WCAG compliance standards
- Support digital marketing team on Email campaigns, Social media banner ads and Promotions, Flyers etc.

Client: Weyerhaeuser | Enterprise Platform Modernization (SAP Fiori) (Jan 2022-Feb 2023)

Lead UX Designer

- Modernized legacy application to SAP Cloud Business Technology Platform (BTP) with intuitive self-service portal
- Designed user-friendly customer support portal using SAP Fiori UI framework and design system components
- Collaborated with Business Development, Business Analysts, and Product Management to define innovative UX solutions
- Understand user pain points and developed effective information architectures and navigation flows
- Designed storyboards, user flows, wireframes, and UI patterns ensuring WCAG accessibility compliance

Client: US Foods | E-commerce Platform & Shopping Experience (Mar 2021-Jan 2022)

UX Designer

- Redesigned e-commerce shopping cart and product pages, increasing conversion rates and user engagement
- Optimized information hierarchy and CTA placement, reducing checkout drop-off through improved user flows
- Built scalable design system with UI component library, style guides, and design assets ensuring consistency across digital touchpoints
- Created UI architecture, navigation patterns, and low/high-fidelity prototypes aligned with business KPIs
- Ensured WCAG accessibility compliance across all customer-facing experiences

Client: World Bank Group(USA) | Enterprise IFC Portal & Approval App (Jan 2020-Dec 2020)

Senior UX Designer

- Designed Approval App with multi-channel notifications (Push, Email, In-App) and real-time status tracking
- Implemented visual status indicators (Pending, Approved, Rejected, Escalated) reducing follow-ups and improving transparency
- Established design system standards for Investment Operations and Advisory platforms ensuring multi-department consistency
- Led stakeholder alignment sessions translating complex requirements into scalable for iPortal UX solutions

Client: Conduent(USA) | Automation Platform (Mar 2019-Dec 2019)

UX Designer

- Collaborates with business key stakeholders, research and prototyping, and product management to define business concepts and solutions.
- Understanding the design requirements in the customer portal application.
- Brainstorm with product team and design conceptual UI design & interaction flows.
- Created IA, Navigation, Sitemap, design wire-frames-high & low fidelity prototype & Visual design.
- Provide Design solutions to solve common design problems with effective User Interface Design patterns and Wireframes.
- Customized the Angular template UX designed <https://wrappixel.com/demos/angular-admin-templates/material-angular/material/dashboards/dashboard1> and redesigned the complete layout and using angular material design layout.
- Responsible on delivering the design layouts and components implemented using Angular – Responsive layout and tested as per the Visual Design and UI style guide. Managed a design team and UI Deliverables.

Cient: Dept. of Health and Human Resources(USA) | OSCAR App (Feb 2018-Feb 2019)

UX Designer

- Understand the current Oscar legacy mainframe application Collaborates with business stakeholders & Collaborates business development/BA, research and developed prototyping, and product management to define the next generations of business concepts and solutions
- Led research, moderated testing, modernized outdated legacy system into unified platform with engineers
- Brainstorm with Oscar product team and design conceptual UI models, information architecture and interaction flows.
- Works with the UX and Design Team and key stakeholders to develop a research approach and provide solution for the products.
- Provide Design solutions to solve common design problems with effective User Interface Design patterns and Wireframes.

Client: GXS Bank (Grab) | Digital Banking Platform (Mar 2017-Feb 2018)

UX Designer

- Understand competitive analysis defining next-generation digital banking UX for customer service processes
- Designed within Microsoft Fluent UI Framework and Power Apps constraints while maintaining design flexibility
- Provided accessibility solutions ensuring inclusive banking experiences for users with disabilities
- Created wireframes, prototypes, and visual designs solving complex banking workflow challenges

Client: Stanley Black & Decker (UK) | e-Commerce App (Mar 2016-Feb 2017)

UX Designer

- Redesigned e-commerce shopping cart and product pages, increasing conversion rates and user engagement
- Optimized information hierarchy and CTA placement, reducing checkout drop-off through improved user flows
- Built scalable design system with UI component library, style guides, and design assets ensuring consistency across digital touchpoints
- Created UI architecture, Product page, navigation patterns, and low/high-fidelity prototypes aligned with business KPIs
- Ensured WCAG 2.1 accessibility compliance across all customer-facing experiences

Client: KONE | Minerva App (Apr 2015-Mar 2016)

UX Designer

- Detailed discussion with stakeholders and clients to understand the UI requirements
- Identified usability gaps in vision setup, calibration, error handling, and results analysis.
- Created IA, Sitemap, Navigation, wire-frames-high & low fidelity prototype & Visual design for multi-device (mobile/tab/pc)
- Develop Interaction and user flow for the product
- Conceptualize and created icons based on the brand guidelines KONE and UI standards
- Created style guide, Icon library for easy reference

Client: American Airlines | Line Aircraft Maintenance Planning System App (Nov 2014-Apr 2015)

UX Designer

- Understand the existing application and brand guidelines
- Expert review with the existing application & cognitive solutions
- Understand the existing UI layouts & functionalities to provided UI solutions without affecting the current layout
- Created Visual design & Generic icons, application specific icons and to main the re-usable icon library for easy reference

UX Designer | Pepon Inc. (Contract)

Mar 2023–Oct 2023

- Monitoring and analyzing user feedback, metrics to identify opportunities for improving the UX design
- Support users of the healthcare product, addressing usability issues, providing user guidance, and resolving user feedback
- Ensured product design and updates adhere to WCAG accessibility guidelines for inclusive user experience

Lead Visual Designer | Logitech

Aug 2011–Jun 2012

- Designed cross-platform GUI for touch-screen interfaces (Juniper) and web applications (MyHarmony)
- Delivered seamless and consistent experiences across local and remote web integration platforms
- Created accessible, inclusive experiences enabling users with disabilities to effectively use products
- Collaborated with Business Development and UX teams to develop research-driven design solutions

Project Associate (Design) | Cognizant

May 2011–Aug 2011

- Established website for redesign and HTML/CSS/Javascript development
- Designed digital ads, resolved UI bugs, and updated site content

Client: British Gas

Module Lead | Wipro Technologies

Mar 2007–May 2011

- Collaborates with product manager / business development team to understand the requirement and project goals
- Develop user journey, wireframe, and prototypes
- Facilitate the design process, present and iterate design solutions
- Responsible creating low and high-fidelity wireframe for web application
- Create visual design screens and design components
- Create and manage design systems, assets, style guide, UI Library for each project. Identify usability/accessibility issues and make solid recommendations for improvements
- Develop HTML/CSS prototype and UI components
- Review & test the wireframe prototype matches Visual design layouts and cross browser comparability/screen resolution
- Design digital ads, resolved maintenance bugs, and updated site content

Client: Novartis | Pearson | DirecTV | KLA Tencor | Arrow Electronics | Yell.com (UK)

Head Graphics | Insoft.com Pvt Ltd

Nov 2001–Mar 2007

- Web design and support across all channels (web, app, print, marketing, social, ads)
- Review and approve all major design outputs
- Set quality standards and design best practices
- Manage tools Ez-Generator(Fruity loops)
- Established website for redesign, Graphic design, HTML/CSS/JavaScript development

Graphic Designer | eMantrans Interactive Solution

Jun 2000–Nov 2001

- Design and develop interactive Macromedia flash presentation and animated websites
- Established website for redesign, Graphic design, Animation, Corporate presentation, HTML/CSS/JavaScript development

Key Achievements

- Improved overall user satisfaction by 80% through redesigning key features based on comprehensive usability testing
- Increased conversion rates by 20% through landing page optimization and A/B testing methodologies
- Reduced customer support inquiries by 50% through intuitive mobile app interface design
- Streamlined onboarding process resulting in 15% decrease in time required for new users to become proficient
- Achieved WCAG 2.1 AA compliance across multiple enterprise platforms through systematic accessibility implementation

Education & Certification

Degree	University	Location	Year
Master of Computer Applications (MCA)	Madurai Kamaraj University	India, Chennai	2005
Bachelor of Commerce (BCom)	Annamalai University	India, Chennai	1998
Google UX Design Certified	Google	USA	2023
Adobe Experience Design (XD) Certified	Online	India	2020
Certified in Freehand Outline & Modeling	TN Government	India	1994

Texas

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Lakshmanakannan DA Senior UX Designer