Yugant H Sonawale

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EXPERIENCE SUMMARY

- UX Strategist with over 13 years of India and Global industry experience (including 3 years in USA).
- Masters in Product Design from NID Ahmedabad and CUA certification from HFI Mumbai.
- UX design consulting for the clients from USA, Canada, UK & Ireland spanning various domains such as BFSI, Ecommerce, Social Networking, Healthcare and Insurance.
- Conducted User Interviews & Usability Testing sessions in India and USA for many UX design projects. Responsible for Onsite User Research and Usability Studies for portals and applications for US Telecom clients such as AT&T, Verizon, Century Link and MegaPath.
- Authored research papers and presented them in UX conferences in India.
- Understanding of new UI technologies and their design implications like HTML 5, JQuery and Flex.
- Knowledge of design practices as Responsive design, Lean UX and Material Design.

ACADEMICS

| 2008 | **CUA** (Certified Usability Analyst) |
| | **Human factors International,** Mumbai, India |

| 2007 | **PGDPD** (Masters in Product Design) |
| | **NID** (National Institute of Design), Ahmadabad, India |

| 2003 | **Bachelor of Engineering** (Electronics Engineering) |
| | **Sardar Patel Govt Engg College**, Mumbai, India |

SKILLS

Design	Technical
- Strategy design - Information Architecture - Interaction Design - Usability Testing - Visual Design	- Adobe XD - Sketch - Invision - Axure - Adobe Photoshop - Morae

WORK EXPERIENCE

Fiserv, Pune India *July2018 – 2020*

Manager Advisory UX Design at Fiserv

Project: UX Design and Responsive Design for Fiserv CBS Corporate Banking Portal.

CBS has a Corporate Banking portal which helps its corporate customers to manage their finances.

- Responsive Design for Desktop and Mobile for complex Corporate User journeys.
- Applying Fiserv Design Language throughout Commercial Banking Solutions applications to make them look and operate with consistency.
- Achieving Responsive designs for Complex Corporate Banking User flows was challenging.

Cap Gemini, Pune India *Dec 2016 – July 2018*

Manager UX Design at Cap Gemini

Project: UX Strategy and Design for a Barclays bank (Client) for its Corporate Banking Portal.

The Bank has a portal which helps its corporate customers to manage their finances.

- Enhanced Performance by introducing Pagination, Page load Indicator, Accessibility and Consistent Error messages.
- Conceptualized UX design for modules Agency Pay and Image Pay to make Payment journey smooth and fast.
- Understanding Barclays Corporate Banking and suggesting UX design enhancements was a challenge.

Accenture, Pune India *June 2015 – Dec 2016*

Team Lead Interaction Design Specialist at Accenture Digital Mobility

Project: UX enhancement for "**DCRM portal"** for Red knee Telco client

Red knee had its own DCRM portal created in Microsoft DCRM 2015. The project involved Usability Analysis and UX enhancement of existing portal and its migration to Microsoft DCRM 2016

- Researched and understood the capabilities of Microsoft DCRM 2015-16 versions.
- Redesigned the business flows and screens for optimum number of clicks, scrolls, page loads and Information density.
- The challenge was to give CSR a better User Experience within the technical constraints of DCRM tool.

Project: **"My Ride"** a transit and tolling IOS app for Presto transport services Canada.

My Ride is an IOS app which enables a user to opt for Transit or Self-drive and have an uninterrupted journey by Automatic Ticket and Toll payment.

- Researched and understood the existing Presto transport and Billing system.
- Conceptualized the screens for My Ride Train, Bus and Self-drive journey
- Created Visual design, Icons and Graphics for Android and IOS apps.
- The challenge was Inclusion of entire Trip planning journey along with Ticket and Toll payment in a small I Phone screen.

Project: POC for Google glass project **"Warehouse Monitor".**

Warehouse monitor is a google glass application which enables a warehouse technician to monitor the health of warehouse machines. He can view, snap or record video and share it live with the other technician through Hangouts via Google glass.

- Researched and understood the Google glass and its Android app.
- Designed screens for the app which the user viewed through the google glass.
- The challenges were limited space for display and voice and touch operated commands.
- A shallow IA with smart worded menu was designed to complete the user tasks.

Tech Mahindra Americas, Richardson USA *Oct 2011 – April 2015*

Lead User Experience designer for client Megapath Pleasanton *CA, April 2014 – April 2015*

Project: **"Unified portal"** handles the Quoting, MACD and User Management of clients of Megapath.

- Researched and understood Provisioning, Quoting and MACD processes for Telecom products by conducting Focus group sessions with users, stakeholders and subject matter experts.
- Designed a single portal by assimilating Quoting, Ordering, Billing and MACD tools of Megapath.
- My designs reduced the complexity of the Quoting and MACD flow thereby easing the Quoting and Ordering journeys.

Lead User Experience designer for client Verizon Wireless *Piscataway NJ, Oct 2013 – March 2014*

Project: **"M2M portal"** handles the monitoring of M2M communication for Verizon Clients.

- Conceptualized and defined UX for M2M portal of Verizon.
- Verizon's M2M portal managed and monitored the M2M communication for its clients. The existing design lacked scalability and was inefficient to handle more customers.
- Optimized landing pages to increase conversion rate and sales.

Lead User Experience designer for client AT&T *Richardson TX, Feb 2012 – Sept 2013*

Project: **"Dyson"** is a tool to monitor alerts for a range of applications used by clients of AT&T.

- Conducted user interviews in person and remotely for users spread across locations in USA.
- Proposed designs to resolve Usability and UX issues such as non-conventional Icons, no error messages, high screen information density and Inconsistent visual design.
- Created Visual design following AT&T brand guidelines to match Dyson to other AT&T portals.

Persistent Systems, Pune India. *Aug 2010 - Oct 2011*

Senior User Experience Designer for client Info media Ltd *Mumbai*

Project: **"Marketplace.com"** a portal to connect potential buyers and Suppliers for a wide range of products and services. Info media desired seamless connection of buyers to suppliers.

- Personas and Scenarios were created to cover different types of Buyers and Suppliers.
- Redesigned the IA to enhance the search ability of products and their suppliers.
- New designs made Identification and Communication among buyers and suppliers easy and fast.
- The Clarity and Accuracy of information in my design enhanced the "Search ability" factor.

Infosys Technologies Limited, Bangalore India. *March 2008 – April 2009*

User Experience designer at Infosys Technologies LTD *Bangalore*

Finacle: A mobile Banking application.
Mera Sports: The Sports News and Networking mobile application**.**

Project: **"Finacle"** is a mobile banking whereas **"Mera Sports"** is a mobile sports networking application.

- Studied of Nokia N97 handset and Human Interface guidelines
- Redesigned IA and Navigation and created wireframes in Visio

User Experience design at Microsoft *Chennai*

Project: The project was to Create **"Privacy and Online Safety policy"** tool that will evaluate Microsoft in-house software's Privacy/Online Safety, Policy risk checks and Store reviews.

- My design evolved a Complex app to a **Simple and Comprehensive Wizard**.
- The wizard enabled the user to make security checks quickly and reduced the complexity of the entire task.

Human Factors International, Mumbai India. *April 2007 – Feb 2008*

Human Factors Specialist at HFI *Mumbai.*

Heuristic Reviews / Expert Reviews and quick fixes for

- Comcast Messenger a desktop messaging tool
- I catalyst a report generation tool
- Bank of America web portal

Phoenix Medical System, Chennai India. *March 2006 – Dec 2006*

Product Design Intern at Phoenix Medical System *Chennai.*

- Conceptualized and Redesigned medical products like Incandescent Light (for treating preterm babies with jaundice) and CICU Comprehensive Infant care unit (for pre-term babies).
- Suggested better rotating, tilting and sliding mechanisms and efficient storage for identification of the instruments.
- The GUI of the LCD display had to be re-conceptualized with a better Information Architecture and Visual design.

AWARDS / COMPETITIONS / PAPERS

"Dew Drops"
A next generation mobile phone concept was selected as one of top 13 entries for International **Tancher Design competition 2008**.

"Visualizing Unintentional Reputation Damage on Social Networking Site"
Published paper in the USID2008 conference in Leela palace Bangalore to investigate how online reputation damage can occur on social networking sites.

E-Dakia: mailing system application for elderly
Was awarded second prize by **USID2007** in Bangalore for conceptualizing and design of "**E-Dakia: Mailing System for elderly**".

"New Indian 2 rupee coin"
Selected as best entry for **UMO '07 Boycott Bad design** contest.