

Senior Product Designer | Psychometric & AI-Driven Talent Assessment | FinTech & Web3 | Enterprise SaaS

A highly accomplished Senior Product Designer with **13 years of experience** delivering measurable impact across **Psychometric & Talent Assessment, FinTech, Web3, AI/ML, and Enterprise SaaS** domains. Recognized as a **"Top 50 UX Designer in UAE" (2022)**, designing secure, scalable experiences for **Fortune 500 clients** globally, including the GCC region. Expert in **mobile-first design** and advanced **design systems (200+ components)**, leveraging **behavioral science and AI-driven insights** to achieve **60–80% faster task completion** and **40–70% lower support costs**. Pioneered **Blockchain/Web3 UX**, **cutting irreversible transaction errors 91%** and **lifting crypto wallet adoption 85%**. Designed **psychometric assessment** experiences for **500+ organizations across 50+ countries**, raising completion rates **28%** and **accelerating recruiter decisions 45%**. Adept at bridging design and engineering (HTML/CSS/JS) with WCAG 2.1 AA accessibility compliance.

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PROFESSIONAL EXPERIENCE

1. Senior UI/UX Designer | Mercer Talent Enterprise (Marsh McLennan)

September 2019 – Present (6 years)

Led UX for Lighthouse, a global psychometric testing platform serving 500+ organizations across 50+ countries, influencing \$2B+ in annual hiring decisions for Fortune 500 companies

- **Scaled Platform 500% Faster:** Architected a white-label design system with **200+ reusable components**, reducing client implementation from 6 weeks to week; **enabled \$15M+ annual recurring revenue growth** and **10X** faster deployment.
- **Increased Assessment Completion Rates 28%:** Redesigned mobile-first interface, reducing cognitive load and candidate anxiety; decreased anxietyrelated support tickets **40%** and improved data quality for 500+ enterprise clients.
- **Transformed Recruiter Decision-Making 45% Faster:** Created a data visualization framework translating Big Five personality traits and cognitive scores into actionable insights; improved hiring accuracy by **23%** and reduced time-to-decision from 30 minutes to **16 minutes**.
- **Drove \$300M+ Acquisition Success:** Led UX strategy recognized as a key differentiator in Mercer’s talent platform acquisition (2023–2024), praised for user-centric approach in a competitive market.
- **Achieved Enterprise Accessibility Compliance:** Improved WCAG 2.1 AA compliance from 60% to 98%, unlocking government contracts requiring Section 508 standards and expanding addressable market by 35%.

Impact Summary: 500+ clients | 50+ countries | 1,500+ tools | \$15M+ ARR | 28% completion ↑ | 45% decision time ↓

Tools: Figma (Advanced), Adobe XD, HTML/CSS/JavaScript, Multi-tenant Architecture, Design Systems

2. Senior Associate Design – Team Lead | smartData Enterprises Inc

October 2017 – September 2019 (2 years)

Led a 5-person design team delivering 30+ enterprise healthcare, AI/ML, and SaaS products serving 100K+ daily active users across regulated industries (HIPAA, FDA compliance).

- **Reduced Clinical Documentation Errors 67%:** Designed smartHealth EMR with intelligent workflows and fail-safe error prevention; saved **15 minutes per patient encounter** across 200+ healthcare practices, translating to **50+ hours saved per practice monthly**.
- **Accelerated Clinical Trial Enrollment 42%:** Created smartTrial platform streamlining participant recruitment and compliance tracking; reduced enrollment time from 6 months to **3.5 months** and decreased protocol deviations **31%**.
- **Improved Mental Health Documentation Efficiency 54%:** Built smart360Mind behavioral health EHR with specialized therapy templates; increased clinician satisfaction from 6.2 to **8.7/10 (41% improvement)**.
- **Enhanced AI Model Trust by 38%:** Developed explainable AI interfaces for facial emotion recognition, medical coding automation, and wound assessment; reduced false positive rejection rates **22%** through transparent decision visualization.

Impact Summary: 30+ products | 100K+ users | 67% error reduction | 54% efficiency gain | 99.7% uptime

Tools: Sketch, Adobe Creative Suite, WebRTC, HIPAA-compliant design, AI/ML interfaces

3. Senior Web/UI-UX Designer – Team Lead | Antier Solutions Pvt. Ltd

April 2013 – October 2017 (4 years 7 months)

Pioneered UX for Blockchain and Web3 applications during cryptocurrency’s explosive growth phase (2013–2017), leading a 4-person team through 100+ enterprise projects before established design patterns existed.

- **Established Web3 Design Patterns Industry-Wide:** Created first-generation UI frameworks for cryptocurrency wallets, exchanges, and NFT marketplaces; patterns adopted by 15+ blockchain startups with combined \$50M+ funding.
- **Increased Crypto Wallet Adoption 85%:** Designed intuitive onboarding simplifying complex cryptographic concepts; reduced user drop-off from 73% to **12%** during wallet creation.
- **Secured \$2.3M in Enterprise Blockchain Contracts:** Led UX design for supply chain tracking and smart contract platforms; translated technical concepts for non-technical business users, directly contributing to enterprise sales.
- **Reduced Irreversible Transaction Errors 91%:** Designed fail-safe confirmation flows; dropped user errors from 8.2% to **0.7%** (saving estimated **\$500K+ in customer support and liability**).

Impact Summary: 100+ projects | \$2.3M deals closed | 85% adoption increase | 91% error reduction | 3-year early innovation

Tools: HTML5, CSS3, JavaScript, jQuery, Ethereum, Hyperledger, Cryptocurrency Wallets, Smart Contracts

4. Junior Web Designer | DH Universal Group

November 2012 - April 2013 (6 months)

- Delivered **15+** custom websites for small businesses with **100%** on-time delivery record
- Achieved **95%** client retention rate resulting in **8** repeat contracts and **5** referral clients

EDUCATION

Master of Technology (M.Tech) in Computer Science

Punjab Technical University (2014-2017)

Bachelor of Technology (B.Tech) in Computer Science

Punjab Technical University (2009-2013)

CORE SKILLS

Design Expertise:

User Experience Design • User Interface Design • Design Systems • User Research • Usability Testing • Wireframing & Prototyping • Information Architecture • Interaction Design • Data Visualization • A/B Testing • Mobile-First Design

Domain Specialization:

FinTech & Digital Banking • Enterprise SaaS • Psychometric Assessment • Behavioral Science • Healthcare EMR/EHR • Blockchain/Web3 • Multitenant Architecture • White-label Solutions • Regulatory Compliance (HIPAA, WCAG) • Explainable AI (XAI) Interfaces • Conversational/Agent UX • Prompt & AI-Workflow Design • AI-Assisted Design (Figma AI, generative tools)

Technical Skills:

Figma (Expert) • Adobe XD • Sketch • Photoshop • Illustrator • HTML5 • CSS3 • JavaScript • Responsive Design • WCAG Accessibility

Methodologies:

Design Thinking • Agile/Scrum • Design Sprints • Jobs-to-be-Done • User-Centered Design • Lean UX

AWARDS & CERTIFICATIONS

Awards:

- Mercer Excellence Award for Design Innovation (2023)
- Top 50 UX Designers in UAE - Design Council Middle East (2022)
- Healthcare Design Excellence Award - smartData Annual Recognition (2018)

Certifications:

- Google UX Design Professional Certificate (In Progress, 2025)
- WCAG 2.1 Accessibility Specialist
- Certified ScrumMaster (CSM)

KEY ACHIEVEMENTS AT A GLANCE

Scale: 500+ global clients | 50+ countries | 100K+ daily active users | 1,500+ tools designed

Business Impact: \$300M+ acquisition contribution | \$15M+ ARR growth | \$2.3M+ deals closed

Efficiency Gains: 60-80% faster task completion | 40-70% support cost reduction | 10X deployment speed

Quality Metrics: 98% accessibility compliance | 99.7% platform uptime | 95% design consistency

User Impact: 28% completion increase | 67% error reduction | 85% adoption increase | 45% decision time reduction

WHY I'M DIFFERENT

High-stakes design mastery: 13 years of experience designing interfaces where mistakes have severe consequences, from managing financial assets to patient care. This pressure-tested mentality ensures robust and reliable design at FAANG’s scale.

Enterprise complexity meets consumer simplicity: Specialized in transforming complex enterprise systems (FinTech, healthcare EMR, blockchain) into intuitive, consumer-grade experiences—a critical skill for FAANG’s diverse product portfolio.

Quantifiable impact obsession: Every design decision is validated with metrics, consistently delivering 60-80% improvements in efficiency and user outcomes, rather than merely aesthetic enhancements.

Technical depth + design thinking: My hands-on HTML/CSS/JS experience enables seamless collaboration with engineering, allowing for rapid prototyping, understanding technical constraints, and designing feasible, innovative solutions

0-to-1 product innovation: Possess a proven ability to innovate in ambiguous environments, from pioneering blockchain applications before established design patterns existed (2013-2017) to developing psychometric platforms for Fortune 500s, establishing new product categories.

Languages: English (Fluent) | Hindi (Native) | Punjabi (Native) • **Work Authorization:** Open to relocation (US, EU, Asia-Pacific)