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A **Strategic UX leader** with **8+ years of experience** in **digital experience design** for **leading banks, insurance brokers, and government sectors across EMEA**. Proven expertise in **leading multicultural teams** and delivering **user-centred solutions** that drive **business growth, brand loyalty, enhanced engagement, and improved Net Promoter Scores (NPS)**.

Strong proficiency in **lean UX, data-driven design, AI-driven personalization, UX governance, agile methodologies, customer sensing, and best-practice analysis** to create **scalable, impactful digital solutions**.

PROFESSIONAL EXPERIENCE

1.0 Moonraft Innovation Labs, Johannesburg, South Africa
(Moonraft has been acquired by UST Global in 2024)

1.1. Associate Director, Experience Design Apr '23 – Present
Client: Standard Bank Group : Africa Region : 10 Countries

1.1.1. Increased digital adoption in 10 African nations by leading the Hybrid-digitisation programme through web-responsive and micro-frontend interfaces from 21% in 2022 to 47% by the end of 2024 with a projection of 60% by Q4 2025 and an average NPS surge by 23% YOY impacting 2.2 million daily/weekly active users.

1.1.2. Headed the Digital-reimagination drive with launching the Neo Standard bank App Dashboard with exposed navigations in Ghana, Uganda, Tanzania and Zimbabwe in 2024 with 28% increase in digital sales in Q4 2024 and a 52% increase in app logins and 30% increase in digital acquisitions.

1.1.3. Co-lead the COE, Streamlined the design process for 100+ stakeholders across 10 African Nations, in 2023-24, ensuring data-driven design decisions, installing customer value measurement initiatives and robust design governance framework which increased in overall NPS by 15% and Digital engagement in the geo by 18% YOY.

1.1.4. Design System Revamp: In 2023-24, co-lead an enhanced the bank's design system from 2.0 to 3.0 utilizing Figma, transitioning from Sketch. This new scalable system focussed on inclusivity and accommodated diverse cultural nuances from across equatorial and sub-Saharan Africa. This organised design system reduced the design-to-implementation cycle by 1/4th and achieving consistent user interface across all platforms, enhancing the overall brand experience.

1.2. Senior Lead, Experience Design, Apr '19 – Mar '23
Client: Standard Bank Group : Africa Region : 10 Countries

1.2.1. Increased digital sales by 13-17% YOY enabling the e-commerce ecosystem on digital channels by enabling third party payments like prepaid phone, electricity, water, TV subscription, school fees etc.

1.2.2. Improved digital engagement by expanding post-buy management capabilities on digital channels like order replacement cards, instant redressal of service requests through automation, pre-qualified offers.

1.2.3. Improved digital lending by following ethical design principles in Africa focussing on instant gratification that led to growth in unsecured personal lending in Uganda by 188%, Malawi by 43% and Zambia by 39% YOY in 2022-23.

1.3. Lead, Experience Design, Oct '17 – Mar '19
Client: IDFC Bank, India

1.3.1. Digitised investment journeys for managed funds allowing users buy, sale and switch lumpsum / systematic investments.

1.3.2. Digitised unified payment interface (UPI) journeys enabling users to pay and request instant transactions.

2.0 Infosys Ltd., Bangalore, India Jul '16 – Sep '17
Lead, User Experience Designer

2.1. Client: Swiss RE, Zurich
Digitised staff-facing journeys for underwriter and claims executives to reduce their turnaround time by 15%.

2.2. Client: GST, Ministry of Finance, Govt. of India.
Digitised unified tax portal for Indian businesses, contributing to smooth login journey.

EDUCATION

- **Master of Design, Industrial Design**
First Class, Distinction Grades
Dept. Of Industrial Design, School of Planning and Architecture, New Delhi, India.
- **Bachelor of Technology, Mechanical Engineering**
First Class, Distinction Grades
KIIT University, Bhubaneswar, India.

HONOURS AND AWARDS

- 2023: **The Resplendent Lead, Design** by Moonraft Innovation Labs.
- 2022: **Winner, Hack to the Future** (Moonraft Design Hackathon)
- 2021: **Winner, Hack-week** (Moonraft Design Hackathon)
- 2017 : **Beyond the Brief Contribution** by Infosys Digital.

CORE SKILLS

Lean and Comprehensive UX Design, Design Leadership, Design Strategy, Design Audit & Governance, Design Discovery, Design-Research Interpretation, Data-Driven design, User-Centric Design Approach, Generative AI-based personalisation, BFSI Expert, Design Management, Agile Delivery, Design System, EMEA Banks, Finnacle, Banking Experience Design.