

Saurabh Karwal

Experience Design

Sydney, Australia

CONTACT

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CONNECT

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PORTFOLIO

Available on request

EDUCATION

Masters in Design 2006- 08
Indian Institute of Technology, India

Major: Design thinking, Interaction design, product design

Bachelor of Architecture 2001- 06
School of planning and Architecture, India

Major: Architecture

Certified Usability Analyst 2016
Human Factors International, India

Major: UX Foundations, User centered analysis, Web and application design, practical usability testing

SOFTWARE SKILLS

DESIGN TOOLS

SKETCH
AXURE
INVISION
INVISION STUDIO
ADOBE XD
ADOBE CREATIVE SUITE
COREL SUITE

MANAGEMENT TOOLS

CONFLUENCE
JIRA
FLOAT
HUBSPOT
GOOGLE SUITE
BASECAMP

OVERVIEW

Top performing User Experience Design Leader with a passion for problem solving, creative process and technology. In my 11 years of design experience, I have worked in multiple countries with various multi-cultural design teams. Working in both agency and client side, I have managed projects for clients from domains including government, finance, education, automobiles, health care, aged care and data science. I have experience providing CX, UX and service design solutions by working with Waterfall and Agile methodologies. Along with good problem-solving capabilities, my skillsets include sketching, business and user requirement gathering, qualitative and quantitative user research, persona and user journeys, IA and workflows, conceptual design, wireframing, prototyping, usability testing, team leadership, mentoring, coaching and training.

I believe in collaborative work environment and leveraging team's knowledge and skillsets for collective growth. And any complex problem can be simplified by breaking down into logical steps and asking the right questions

EXPERIENCE

SITBACK SOLUTIONS - SYDNEY, NSW

Sitback is a human centered design and development agency based in Sydney that provides Experience design, (Customer experience, User experience, service design) and dedicated support and optimisation services to customer focused organisations across Australia. They have a broad category of clients ranging from Government, education, finance, retail and not-for-profit organisations.

I worked in various capacities at Sitback over last couple of years:

Acting Director, Experience Design

(JANUARY 2019 - PRESENT)

In this role, I lead the XD team and reported directly to the CEO having the following responsibilities, achievements and successes:

Business Planning and General Management

- To shape, design, and plan XD service offering and implement via quarterly roadmaps
- To maintain and develop excellent professional relationships with client's CEO/ CFO/ CTO/ COO
- Acted as subject matter expert, visionary and strategist for the XD service area in the market

Business Development

- Engaged in sales and marketing activities in collaboration with the CEO, COO and marketing manager.
- Created Statement of Work or proposal documents for various projects based on the strategic approach.
- Developed and maintained vendor relationships

Methodology and Quality Assurance

- To collaborate with COO, Project Managers, Senior XD Consultants, and the development team to provide estimates and develop an overall solution implementation strategy and engagement models
- Serve as a lead as required and provide thought leadership and strategies for projects and initiatives
- Assess XD risk and mitigation plan

Workforce Management, Supervision, and Mentoring

- Established a clear structure in the XD team from junior resources through to XD Leads.
- Helped create and track personal and professional development plans for individual XD consultants.
- Mentor and guide junior XD resources, engage on the strategy to bring on and mentor interns

Team strategy and vision:

- Developed a sustainable experience design team structure by creating 3 pillars:
 - **Research**- Splitting into quantitative and qualitative research and creating a toolkit of research methodologies.
 - **Design**- Solution design including wireframes, prototypes, design tools, standards and UI kits
 - **Emerging technology**- Studying trends in emerging technologies and up-skilling the team if required.
- Conducted a competitor review to identify the emerging trends in digital agency environment.
- Conducted a gap analysis for the existing skillsets of the team as compared to the desired skillsets based on the competitor analysis.
- Future proofing the XD team by mapping out the desired collective skillsets and upskilling where required.
- Started an initiative to onboard development team by incorporating design thinking training in their weekly schedule.

Critical success factors:

- Maintained a Gross Margin of **40%** for the XD team
- Maintained team productivity of **75%**
- Bringing down the accuracy of estimates for XD projects from **+/- 5% to +/- 0.9%**
- Worked on sales opportunities worth **\$600,000**

Clients I worked with:

People's Choice Credit Union
Health Partners
Citibank
Salesforce

ASIC
CMRI
Luna Park
ACEL
SkyNews

Department of Education NSW
Department of Defence
Anglicare
NewsCorp
Behavioural Insights Team

MENTORING EXPERIENCE

IXDA MENTORING PROGRAM

(FEB 2019 - PRESENT)

Currently mentoring a senior UX designer working at OneFlare, Sydney on:

1. Integration of design sprints within Agile sprints.
2. Educating the non designer team members about design thinking
2. How to shape her career moving towards lead UX designer at a finance organisation.
3. Helping her create and maintain the career and personal development plan

(FEB 2018 - MAY 2018)

Mentored a junior UX designer while switching his career from being a graphic designer to a successful UX designer

1. Provided guidance on the various research methodologies and the scenarios where each can be used.
2. Daily routine of a UX designer and the responsibilities and expectations within a company.

HUMAN FACTORS INTERNATIONAL

(JAN 2016 - MAR 2017)

Mentored 5 junior designers on design thinking and how to work as UX consultants for client based projects in an agency environment.

Coaching while creating a video on client engagement, interviewing soft skills and presentation skills.

LICENCES & CERTIFICATION

GOOGLE

ADVANCED GOOGLE ANALYTICS JAN 2018

HUMAN FACTORS INTERNATIONAL

CERTIFIED USABILITY ANALYST (CUA) JAN 2016

KOENIG SOLUTIONS LTD

ADOBE PHOTOSHOP MAY 2014

COREL DRAW OCT 2014

Lead XD Consultant

(APRIL 2018 - DECEMBER 2018)

- Delivered projects for new and existing customers.
- Acted as the 2IC to the XD director mentoring a team of senior and junior consultants.
- I was responsible for end to end XD process including:
 - Identifying client needs and managing client expectations,
 - Identifying research objectives,
 - Conducting initial business and user research,
 - Translating requirements into IA and UI designs,
 - Running usability testing sessions.
- Oversee quality assurance
- Assisted XD Director with sales and networking activities

Key Projects:

- Department of education service navigator
- People's Choice credit union:
 - Development of transformation roadmap, personas, user journeys, UX mentoring and training
- Sky-news: design and development of 2600 website: <https://2600.skynews.com.au/>

Experience Design Consultant

(JULY 2017 - SEPT 2017)

Worked as a part of the XD team delivering projects for new and existing customers. I was responsible for identifying research objectives, conducting initial business and user research, translating requirements into IA and UI designs, and running usability testing sessions

Key Projects:

- Department of Education Our priorities section: <https://education.nsw.gov.au/our-priorities>
 - Stakeholder and user interviews and workshops
 - User research including online survey creation and analysis
 - Wireframe and prototypes
 - Content governance framework

SYDNEY WATER - SYDNEY, NSW

SENIOR UX DESIGNER

(OCT 2017 - APRIL 2018)

Sydney Water is a statutory State Owned Corporation wholly owned by the NSW government. It provides safe drinking water to more than 5 million people across Sydney, the Blue Mountains and the Illawarra.

Working with the digital and corporate solutions team as a senior UX designer, I reported directly to the Digital Development manager. My responsibilities included:

- End to end UX support of the projects (research and design)
- Business requirement gathering
- Working collaboratively with the multi skilled team
- Facilitating research activities including stakeholder and user interviews and workshops
- Wireframing and Prototyping
- Usability testing

Key Projects:

- Redesign of Contact us page www.sydneywater.com.au/SW/Contactus/index.htm
- Redesign of direct debit page: www.sydneywater.com.au/SW/accounts-billing/paying-your-bill/direct-debit/index.htm
 - Redesign of reporting a leak smart form
 - Conceptualising employee wellness app

STANDARD BANK - JOHANNESBURG, SOUTH AFRICA

UX LEAD / CENTRE OF EXCELLENCE LEAD

(AUG 2016 - MAR 2017)

- To lead a team of UX designers while creating an account origination process for SBSA customers
- To work with the AO team on Agile methodologies and maintain stories on kanban board
- To conduct user research, create wireframes and prototypes and validate with users.

Key Projects:

- Redesign of account origination process for new and returning customers.
 - Working with Agile methodologies and kanban board
 - Conducted user research, created IA, screen flow and wireframes.
 - Usability testing in every sprint

BLOGS

Hidden in plain sight	SEP 2018
Creating good experiences for good experience designers	APR 2019
Growth of technology like plastics	COMING UP

SKILLS

Design thinking Emerging technologies
User Experience User Interface
Web Design Service Design
Customer Experience Brand & Identity
Info-graphics Illustrations
Graphic Design Waterfall Agile
Wireframes Prototypes Sketch
Adobe Creative Suite Puzzles
Team Leadership Mentoring
UX Strategy Interaction design
Costing Resource management

REFERENCES

AVAILABLE ON REQUEST

HUMAN FACTORS INTERNATIONAL - MUMBAI, INDIA

UX LEAD / CENTRE OF EXCELLENCE LEAD

(JAN 2016 - AUG 2016)

Human factors is the world's largest UX company based in Fairfield,IO. It has been functional since 1981. I worked as the centre of excellence lead reporting to the Director of design in Mumbai, India office.

My key responsibilities included:

- Working with a senior UX consultant and a junior UX consultant on client's projects.
- Client engagement including gathering business requirements, project objectives, competitor data and project KPIs.
- User research: user interviews, eye tracking, contextual enquiries, online surveys, workshops and ethnographic studies
- Wireframe and interactive prototype design and validation by usability testing.
- Mentoring junior designers.

Key Projects:

- Redesign of website for a housing finance company to improve stickiness and increase conversion rates: <https://www.dhfl.com/>

HERO MOTOCORP LTD.

DESIGN MANAGER

(APR 2011 - DEC 2015)

Hero MotoCorp is the world's largest producer of motorcycles based in India.

I worked as a design manager in the Reserach and Development department of the company,

My key responsibilities included:

- Working closely with product and engineering leaders to establish design objectives, high level strategies and key results for a group of designers.
- Providing mentorship, goal setting and accountability to designers.
- Research with the various rider groups and converting the findings into key design language and features.
- Creating product strategy and conceptual designs and overlooking the process to convert the designs to clay models and full scale prototypes.

Key Projects:

- User reserach to create design guidelines for gender specific 2 wheeler styling
- Design and development of 5 2-wheelers and 3 concept vehicles to be displayed at the Delhi motor show
- Conceptualisation, IA and Interface design of a vehicle-mobile integration app.

TVS MOTOR COMPANY LTD

DESIGNER

(AUG 2008 - MAR 2011)

I worked as an automobile designer for the company. I worked on the concept models and graphic design of the company's products. Working with the senior designers, I created conceptual designs for the vehicles for ASEAN and Indian markets.

I was also a part of the extreme innovation group which was lead by design leaders from the Art Centre College of Design, Pasadena. As a part of this cross functional team, we filed 8 patents for reducing costs of vehicle production.

RECENT PUBLIC SPEAKING EXPERIENCE

WEB DIRECTIONS: DESIGN LEADERS 2019

APRIL 2019

Designing good experiences for good experience designers

<https://www.webdirections.org/designleaders/speakers/saurabh-karwal.php>

Often in the race to earn livelihood and working through deadlines, designers tend to forget about the super powers they have as well as the responsibilities that comes with it to shape the future. And then the career path becomes just like that of any other profession.

In this research-backed talk, I covered the various aspects of how to create an environment, a better designed experience for those who design experiences for others and how it impacts their quality of outputs.