

# SANTOSH GOSWAMI

## Senior UX Designer | Product Design Lead | UX Consultant

Jaipur, Rajasthan, India | +91 8600284872 | sbgoswami@outlook.com  
[linkedin.com/in/sbgoswami](https://www.linkedin.com/in/sbgoswami) | Portfolio: <https://www.santoshg.com/>

### PROFESSIONAL SUMMARY

HFI-certified Senior UX Designer with 8+ years of experience designing enterprise, B2B, and B2C product experiences across commerce, finance, healthcare, Salesforce CRM, IoT, SaaS, and AI-augmented product ecosystems.

I specialize in complex enterprise ecosystems where users navigate workflows, interpret data, manage service journeys, and make high-confidence decisions under pressure.

I bring UX strategy, service design, behavioural UX, design systems, Human-Centered AI, and AI-augmented workflows to create experiences that are usable, scalable, and practical to build.

Portfolio: <https://www.santoshg.com/>

### CORE SKILLS & EXPERTISE

**UX Strategy & Research:** UX Strategy, Service Design, UX Research, Heuristic Evaluation, Journey Mapping, Service Blueprinting, Behavioural UX, Information Architecture, Usability Testing

**Product Design:** Enterprise UX, B2B/B2C Commerce UX, Interaction Design, Design Systems, High-Fidelity UI, Prototyping, Mobile-first Design, Accessibility (WCAG), Salesforce UX, CRM UX, Dashboard Design

**AI-Augmented UX & Tools:** Human-Centered AI, AI-Augmented UX, ChatGPT, Codex, Antigravity, Figma Make, Lovable, Uizard, Figma, Figma MCP, Miro

**Ways of Working:** Agile, Cross-functional Leadership, Stakeholder Collaboration, Front-End Collaboration, Developer Handoff

**Domains:** Commerce (B2B & B2C), Finance & Banking, Healthcare, Salesforce CRM, IoT, SaaS, Hospitality, Tourism

**Technical Collaboration:** HTML, CSS, Angular, Bootstrap

### PROFESSIONAL EXPERIENCE

#### Nagarro | Staff Consultant

Sep 2022 - Present | Promoted Mar 2025 | Jaipur, Rajasthan

*Leading UX strategy and design delivery across Australian B2B commerce and South African financial service ecosystems, with focus on product discovery, secure workflows, service continuity, and scalable product experiences.*

- Leading UX for a 200,799-product Australian B2B commerce ecosystem across food, liquor, and grocery business lines.
- Redesigned product discovery, ordering, and service workflows across PLP, PDP, cart, repeat-ordering, order management, invoice review, claims processing, dashboards, and multi-role buyer journeys.
- Applied service design methods to map fragmented journeys, surface operational gaps, and improve experience continuity across touchpoints.
- Supported a smooth go-live with 0 reported critical UX defects (P1/P2) in the first month and reduced dependency on service calls.
- Conducted heuristic evaluations and UX audits across insurance, credit card, secure login, and online share trading applications for a major South African banking client.
- Designed live QR-based two-factor authentication flows using time-sensitive code refresh patterns to strengthen secure financial access.
- Improved sensitive information handling in credit card journeys by redesigning privacy-conscious interaction patterns.
- Redesigned desktop and mobile user flows and wireframes for an online share trading application, improving task clarity, trading information visibility, and user confidence.
- Created scalable UI patterns and WCAG-aligned design system foundations to improve consistency, accessibility, and developer handoff.
- Applied AI-augmented workflows using ChatGPT, Figma Make, Lovable, and Figma MCP to accelerate UX synthesis, content structuring, design exploration, and design-to-development alignment.
- Mentored 7 UX team members through design reviews, structured critique, UX fundamentals, Figma practices, and delivery-ready design standards.
- Collaborated with product, business, development, and QA teams to translate design intent into production-ready experiences.

#### Conneqt Digital | UI/UX Designer

Sep 2021 - Aug 2022 | Pune, Maharashtra

*Delivered UX and UI design for finance and healthcare product experiences, with focus on audit-driven improvement, workflow clarity, dashboard usability, and digital service improvement.*

- Conducted UX audits and heuristic evaluations for financial service experiences, identifying usability gaps, task friction, and journey-level improvement opportunities.
- Worked on credit card service journeys, mapping customer actions, service flows, and banking touchpoints to surface experience gaps.
- Supported stakeholder discovery through user interviews, workflow analysis, and experience gap identification across finance and healthcare domains.
- Redesigned interface flows and dashboard experiences to improve visual hierarchy, information clarity, and user understanding.
- Used rapid prototyping tools such as Uizard to explore early UI directions and speed up stakeholder discussions.
- Created high-fidelity prototypes to support stakeholder validation, product alignment, and developer handoff.

#### Wipro Limited | Salesforce UI/UX Consultant

Feb 2021 - Sep 2021 | Jaipur, Rajasthan

*Specialized in enterprise Salesforce UX, CRM workflow design, Grafana dashboards, and internal tooling for global enterprise clients across automotive finance and technology sectors.*

- Designed Salesforce CRM workflows and dashboard experiences for a global automotive finance client operating across Australia and New Zealand markets.

- Created custom Salesforce Lightning components with focus on scalability, accessibility-aligned design, and clear enterprise usability.
- Designed Grafana-based dashboards for internal employee monitoring and operational visibility.
- Conducted UX audits to improve dashboard structure, visual hierarchy, task clarity, and data interpretation.
- Reduced stakeholder revision cycles by using interactive prototypes, clearer Salesforce flow documentation, and developer-ready handoff.

## InfoObjects Inc. | UI/UX Designer

Oct 2019 - Jan 2021 | Jaipur, Rajasthan

*Expanded UX practice across finance, hospitality, tourism, and mobile product experiences, with focus on research-led design, accessibility thinking, and structured developer handoff.*

- Designed web and mobile product experiences across finance, hospitality, and tourism domains, translating complex business requirements into clear digital flows.
- Streamlined mobile design approval by creating a shared cross-platform UX direction for Android and iOS, improving experience consistency and reducing duplicate design and development effort.
- Created high-fidelity prototypes, user flows, and accessibility-aligned UI components to support stakeholder alignment and development-ready handoff.

## Expert Global Group | Program Analyst (UI/UX & Front-End)

Jul 2015 - Sep 2019 | Aurangabad, Maharashtra

*Designed UI/UX and supported front-end implementation for industrial IoT, ADAS, video annotation, and mining calibration systems, where usability supported field context, operational accuracy, and real-time decision-making.*

- Designed UX for industrial IoT welding inspection involving machine movement inside pipes, simultaneous inner and outer inspection, and real-time operational feedback.
- Created dashboard interfaces for welding conveyor monitoring, camera-based joint inspection, machine status tracking, and live operational visibility.
- Designed simplified industrial interfaces for field operators working in remote environments, with clear visual hierarchy, minimal cognitive load, and task-focused controls.
- Worked on ADAS dashboard interfaces, data visualization patterns, video annotation tools, and mining calibration-related UX flows.
- Built responsive UI components using HTML, CSS, Bootstrap, and Angular in close collaboration with engineering teams.

## SELECTED PROJECT HIGHLIGHTS

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### Australian B2B Commerce Platform

*B2B Commerce | Web and Mobile | UX Strategy, Product Design, Service Design*

- Redesigned product discovery and ordering journeys for a 200,799-product B2B commerce ecosystem across PLP, PDP, cart, repeat-ordering, and account workflows.
- Applied service design methods to map fragmented journeys across food, liquor, and grocery business lines.
- Created scalable UI patterns and WCAG-aligned design system foundations to support consistent delivery across interconnected product experiences.
- Supported a successful go-live with 0 reported critical UX defects (P1/P2) in the first month and reduced dependency on service calls.

### Secure Banking UX & QR-Based Two-Factor Authentication

*Financial Services | Web and Mobile | Security UX, Heuristic Evaluation, UX Revamp*

- Designed live QR-based two-factor authentication flows using time-sensitive code refresh patterns to strengthen secure financial access.
- Conducted UX audits across insurance, credit card, secure login, and online share trading journeys for a major South African banking client.
- Improved sensitive information visibility patterns in credit card application flows to support stronger privacy and user trust.
- Redesigned desktop and mobile online share trading user flows and wireframes to improve task clarity, trading information visibility, and user confidence.

### Behavioural UX for B2B Marketing Experience

*B2B Marketing | Behavioural UX | Content Hierarchy | Conversion UX*

- Improved a B2B marketing experience with a 43% bounce-rate baseline by applying behavioural UX, trust signals, clearer content hierarchy, and decision-architecture improvements.
- Refined page structure, content sequencing, and call-to-action visibility to support stronger user confidence and clearer decision-making.

### Industrial IoT, Welding Inspection & Video Annotation Systems

*Industrial IoT and ADAS | Web, Mobile, Tablet | UX/UI Design, Dashboard Design, Front-End Collaboration*

- Designed UX for industrial IoT workflows involving welding inspection, machine monitoring, real-time data feedback, and hardware remote interactions.
- Created interfaces for ADAS video annotation, including video assignment, frame review, object annotation, and tracking dashboards.
- Designed simplified dashboard and tablet experiences for field operators working in remote, operationally demanding environments.

## CERTIFICATIONS

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- HFI Certified Usability Analyst (CUA) - Human Factors International
- Service Design - Human Factors International
- AI for Human-Centered Design - Human Factors International

## EDUCATION

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### Hi-Tech Institute of Technology

Bachelor of Engineering, Computer Science | 2010 - 2014 | Third Rank Distinction