Santosh Goswami

Senior UX Designer | Lead UX Designer | AI-Augmented Product Design
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SUMMARY

- **HFI-certified** Senior Product UX Designer with 10+ years of professional experience, including **8+ years of focused UX**, **product design**, and enterprise digital experience across commerce, finance, banking, healthcare, Salesforce CRM, IoT, SaaS, hospitality, and tourism.
- I specialize in complex enterprise ecosystems where users navigate multi-role workflows, interpret data, manage service journeys, and make high-confidence decisions under pressure.
- I bring product UX strategy, service design, behavioural UX, design systems, accessibility, and AI-augmented workflows to create experiences that are usable, scalable, and practical to build.

CORE SKILL

Product UX & Strategy: Product Design, UX Strategy, Product Judgment, Design Vision, Product Discovery, Roadmap Alignment, Prioritization, Workflow Optimization, Business Impact.

Research & Validation: UX Research, Contextual Inquiry, User Interviews, Usability Testing, Heuristic Evaluation, Competitive Analysis, Persona Development, Research Synthesis, A/B Testing, Behavioral Analytics, Quantitative Insights.

Experience Design & Interface Architecture: Interaction Design, Information Architecture, User Flows, Task Flows, Wireframing, High-Fidelity UI Design, Interactive Prototyping, Responsive Design, Mobile Experience for iOS and Android, Accessibility, WCAG, Inclusive Design, Microcopy Writing, Edge Case Thinking, Conversion UX.

Service Design: Customer Journey Mapping, Service Blueprinting, Experience Mapping, Ecosystem Mapping, Touchpoint Mapping, Operational Gap Identification, Service Continuity, Frontstage and Backstage Mapping, Workflow Simplification.

Product Interfaces, Systems & Tools: Design Systems, Figma, FigJam, Adobe Creative Suite, Sketch, Miro, Dashboard Design, Data-Heavy Interfaces, Role-Based Experiences, CRM UX.

AI-Augmented Product Design: Human-Centered AI, AI-Assisted Prototyping, Conversational UX, Prompt-Led Design Exploration, Uizard, ChatGPT, Claude, Google Stitch, Lovable, MagicPath, Figma Make, Figma MCP, Copilot, Codex, Antigravity.

Collaboration & Delivery: Stakeholder Management, Client Presentations, Design Rationale, Design Thinking Facilitation, Ideation Sessions, SME Collaboration, Design Reviews, Structured Critique, Developer Handoff, Front-End Collaboration, Agile/ Scrum, Cross-Functional Leadership, Coaching & Mentoring.

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

CERTIFICATIONS

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

KEY ACHIEVEMENTS

- Led UX for a **200,799-product catalog** within an Australian B2B commerce ecosystem across Food, Liquor, and Grocery pillars, supporting a **smooth go-live with 0 reported critical UX defects** (P1/P2) in the first month.
- **Designed secure banking UX flows** for a South African financial services client, including live QR-based two-factor authentication, credit card privacy patterns, insurance journeys, and online share trading workflows to improve trust, task clarity, and confidence in high-risk financial journeys.
- Improved a **B2B marketing experience with a 43% bounce-rate** baseline by applying behavioural UX, trust signals, clearer content hierarchy, and conversion-focused design improvements.
- Coached and mentored **7 UX team members over 2 years in a UX lead** capacity, helping standardize Figma and sketch practices, structured critique, design system usage, and delivery-ready product design standards.

- **Earned multiple recognitions at Nagarro**, including the Brightest Mind Award, Team A Award, 5 Cheerboard recognitions, and recurring client appreciation rewards for ownership, collaboration, delivery support, and consistent contribution.

PROFESSIONAL EXPERIENCE

Nagarro | Staff Consultant Sep 2022 - Present | Promoted Mar 2025

Jaipur, Rajasthan, India

Leading product UX strategy and design delivery across Australian B2B commerce and South African financial service ecosystems, with focus on complex enterprise workflows, product discovery, service continuity, secure user journeys, design systems, accessibility, stakeholder alignment, and scalable digital experiences.

Leadership & Strategy:

- Serve as a UX lead across enterprise product workstreams, guiding product UX strategy, design execution, stakeholder alignment, design reviews, roadmap-aligned UX decisions, prioritization, and delivery-ready design standards.
- Facilitate design thinking sessions, ideation discussions, stakeholder walkthroughs, SME discussions, and design reviews with product, business, development, QA, and user-facing teams to align decisions with real workflow needs.
- Use UX research and validation methods including contextual inquiry, user interviews, usability testing, heuristic evaluation, competitive analysis, behavioural analytics review, and quantitative insight analysis to guide product and design decisions.
- Coach and mentor 7 UX team members over 2 years in a UX lead capacity, helping standardize research thinking, Figma and Sketch practices, design system usage, structured critique, delivery-ready standards, and product design quality.

B2B Commerce Execution:

- Lead enterprise-scale B2B commerce UX across Food, Liquor, and Grocery pillars, supporting product discovery, ordering, repeat buying, claims, allocation visibility, account management, and service workflows.
- Redesigned end-to-end commerce journeys across PLP, PDP, cart, quick order, repeat ordering, order history, invoice review, claims processing, My Range, dashboards, and multi-role buyer journeys to simplify high-volume ordering and service interactions.
- Applied service design methods including customer journey mapping, service blueprinting, ecosystem mapping, touchpoint analysis, and workflow simplification to identify fragmented journeys, operational gaps, and service continuity issues across business pillars.
- Translated business requirements, operational pain points, support inputs, and stakeholder priorities into user flows, wireframes, high-fidelity UI designs, interactive prototypes, design specifications, and developer-ready handoff.
- Built and evolved design system patterns across Food, Liquor, and Grocery experiences, improving interface consistency, accessibility, visual design quality, and design-to-development clarity across desktop, tablet, and mobile product surfaces.
- Supported go-live readiness by improving workflow clarity, interface consistency, service continuity, and delivery-ready design handoff across business-critical commerce journeys.

Financial Services & AI-Enabled Delivery:

- Conducted UX audits and heuristic evaluations across insurance, credit card, secure login, and online share trading applications for a South African financial services client, identifying usability gaps, trust issues, and workflow-level improvement opportunities.
- Designed secure banking UX flows including live QR-based two-factor authentication, credit card privacy patterns, insurance journeys, and online share trading workflows to improve task clarity, data visibility, user trust, and confidence in high-risk financial journeys.
- Integrated AI-powered design tools into the UX workflow, including ChatGPT, Claude, Google Stitch, Lovable, MagicPath, Figma Make, Figma MCP, Copilot, Codex, and Antigravity, Sketch to accelerate concept exploration, rapid prototyping, UX content structuring, documentation, and design-to-development clarity while maintaining human review and design quality.

Conneqt Digital | UI/UX Designer Sep 2021 - Aug 2022

Pune, Maharashtra, India

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

Key Achievements:

- Conducted UX audits and heuristic evaluations for financial service experiences, identifying usability gaps, task friction, journey-level issues, and product improvement opportunities.
- Supported stakeholder discovery through user interviews, workflow analysis, SME discussions, feedback review, and experience gap identification across finance and healthcare domains.
- Mapped credit card service journeys across customer actions, service flows, banking touchpoints, scenarios, and task-level experience gaps.
- Translated research, audit, and usability findings into practical UX recommendations, wireframes, prototypes, interface flows, and stakeholder-ready design solutions.

Wipro Limited | Salesforce UI/UX Consultant Feb 2021 - Sep 2021

Jaipur, Rajasthan, India

Specialized in customer-facing and internal enterprise Salesforce UX, CRM workflow design, Grafana dashboards, and enterprise tooling for a 2-market automotive finance client across Australia and New Zealand.

Key Achievements:

- Designed Salesforce CRM workflows and dashboard experiences supporting customer-facing finance journeys and internal enterprise operations.
- Created 10+ custom Salesforce Lightning components with focus on scalability, accessibility-aligned design, enterprise usability, visual design consistency, and reusable interaction patterns.
- Contributed to 200+ Salesforce screens and interaction states across CRM workflows, dashboards, forms, data views, and enterprise task flows.
- Designed and structured 75 internal employee dashboards in Grafana, supporting operational visibility, employee monitoring, data interpretation, and task clarity.
- Improved stakeholder clarity and reduced design ambiguity through interactive prototypes, clearer Salesforce flow documentation, and stronger design-to-development collaboration.

InfoObjects Inc. | UI/UX Designer Oct 2019 - Jan 2021

Jaipur, Rajasthan, India

Designed web and mobile product experiences across finance, hospitality, and tourism domains, with focus on research-led design, accessibility thinking, responsive design, 2-platform mobile UX, and structured developer handoff.

Key Achievements:

- Translated business requirements into clear user flows, task flows, wireframes, high-fidelity prototypes, interface structures, and development-ready design assets.
- Streamlined 2-platform mobile experiences for Android and iOS, improving consistency between platforms and reducing duplicate design and development effort.
- Created responsive web and mobile interface patterns across finance, hospitality, and tourism products, improving layout consistency across desktop, tablet, and mobile breakpoints.
- Balanced user research inputs, interaction design, visual design execution, technical feasibility, and product constraints to create clear, usable, and scalable digital product experiences.

Expert Global Group | Program Analyst, (UI/UX & Front-End) Jul 2015 - Sep 2019

Aurangabad, Maharashtra, India

Designed UI/UX and supported front-end implementation across 5+ industrial and technical product areas, including industrial IoT, ADAS, video annotation, mining calibration, and operational dashboard systems, where usability supported field context, operational accuracy, real-time monitoring, and technical decision-making.

Key Achievements:

- Shaped UX for industrial IoT web and Android product surfaces involving welding inspection workflows, machine movement inside pipes, simultaneous inner and outer inspection, camera-based review, and real-time operational feedback.
- Created dashboard interfaces for welding conveyor monitoring, camera-based joint inspection, machine status tracking, operational analytics, and live visibility.

- Streamlined responsive industrial interfaces for field operators working in remote and operationally demanding environments, reducing cognitive load through clear visual hierarchy and task-focused controls.
- Worked on ADAS dashboard interfaces, video annotation tools, data visualization patterns, object tracking workflows, and mining calibration-related UX flows.
- Built responsive UI components using HTML, CSS, Bootstrap, and Angular in close collaboration with engineering teams, improving design-to-development understanding and implementation quality.

EDUCATION

Bachelor of Engineering, Computer Science
Hi-Tech Institute of Technology, BAMU University 2014
Third Rank Distinction.