

# SUPRIYA AJMERA

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## Education

### National Institute of Design

Masters in Design (M.Des)  
Information and Digital Design  
India | 2005 - 2007

### College of Art

Bachelors in Fine Arts (B.F.A)  
Graphic Design  
India | 1999 - 2003

## Skills

### Strategic

Design Thinking  
Data-driven design  
Team Building & Mentorship  
Workshop Facilitation  
Project Management  
Operational planning

### Tactical

User Research & Testing  
Journey Maps  
Personas  
Sketching & Wireframing  
Flow Diagrams & Sitemaps  
Visual Communication  
Prototyping  
Information Architecture  
Competitive Analysis

## Tools

Figma  
Sketch  
InVision Studio  
Adobe XD  
Adobe Photoshop  
Adobe Illustrator  
Miro  
Mural

## Summary

Product Designer and Strategist with over a decade of experience in digital technologies spanning consumer and enterprise systems. Proven track record in design leadership as the founding member of one of the most celebrated digital unicorns to emerge from India. Professional with a bias towards action taking a strategic view towards everything. Delivered large-scale design initiatives at leading product companies as well as digital consulting firms.

## Work Experience

### Principal Product Designer

Cognizant | March 2019 – present

- Led the design of the member portal for a leading insurance organization resulting in a reduction in customer support calls by 75% and an increment in CSAT score by 7% within the first 3 months of launch.
- Designed a tool to streamline content collation for research projects; Drove the beta launch to surpass targets of monthly unique visitors by 8% and downloads by 15% in the first 3 months.
- Championed prioritization of user centered product enhancements grounded in research and analysis into the product roadmap for an agent application increasing System Usability Scale (SUS) by 54%.
- Drove collaboration with cross-functional partners by providing design vision on initiatives for Fortune 500 companies.
- Earned several peer and management awards for building trusted relationships across business and engineering teams, and consistently exceeding team goals.
- Fostered a design culture amongst globally distributed designers by facilitating workshops and design critique sessions.

### Principal Product Designer

CAQH | Jan 2015 – July 2018

- Drove UX framework and viable product architecture for the flagship product of CAQH (a leading health care non-profit that manages engagement with 1.6M physicians across 50 states).
- Collaborated with business, technology and other cross-functional teams to redesign document upload feature resulting in increased attestation rate by 9%.
- Enhanced physician experience by introducing a self-service account recovery option via the Proview application that reduced customer service calls by 85% and increased CSAT by 12%.

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Spearheaded user engagement process to develop insights, business process flows, journey maps, and personas that accelerated product roadmap development and solutions to iteratively improve customer success metrics.

- Coached junior designers in research, alignment, analysis, design critiques, and design execution tasks.

## **Design Manager**

Flipkart | May 2010 – Jul 2014

- Grew the design team from 1 to 25+ members to support the company's exponential growth; managed 12 direct reports.
- Coached and mentored upwards of 20 team members in strategy, research and analysis, best practices and change management
- Established processes and design systems that allowed the team to deliver on mobile site, mobile apps (3 platforms) and desktop simultaneously.
- Initiated team norms and processes for successful operational rhythm and guiding hiring, performance management and growth decisions
- Led the design of checkout funnel by incorporating A/B test results and customer feedback leading to an increase in conversion by 2%.
- Spearheaded product feature designs such as Cash-on-delivery, Reviews-Ratings, Buying Guides, Compare, and Recommendations to increase customer retention and engagement metrics.
- Led the design of the Marketplace model by creating customer journeys and experience maps resulting in a scalable model servicing ~11 Million products across 20 product categories with ~3000 sellers.
- Created CRM interface by collaborating with product, technology and other cross-functional teams resulting in an increase in CSAT score by 25% and reduced average call time by 30 seconds.

## **Senior User Experience Designer**

Lulu | Mar 2009 - Apr 2010

- Owned the design of weRead application and widgets for 5 social networks and standardized visual presentation across the site and applications for 12 languages.
- Defined new features of authors' corner, read inside, discussions board, a news feed and ratings and reviews increasing time spent on site by 60%.

## **User Experience Designer**

Qualcomm | Aug 2007 - Mar 2009

- Designed interactions and concepts for Qualcomm wireless devices and web products across fleet management and commercial transportation.