

Vishwam Pathak

Experience Design Team Lead, Accenture (Jul 2019 – Feb 2025)

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Family Visa status – Critical Skill Employment permit (Spouse)

Self Visa Status – Join Family - Stamp 1G (No visa sponsorship required for self)

As a UX Design Lead with over six years of experience, I specialize in Interaction design, Service thinking & Design systems. My role has focused on leading service and experience transformation for governments in the middle east & for one of the largest airlines catering to 30+ millions passengers. My approach focuses on translating uncertainty into tangible realities & digital solutions. I solve for culture, business & technology at the core of our experiences. Driven by my passion I have mentored over 40+ students as a visiting faculty in the field of UX.

Core Skills

Design : Interaction design | User experience design | Information architecture | User journey mapping | Personas | User interface design | Motion design | Quality analysis | Design language systems | Design thinking | Customer Experience | Multi device design | Service Design | Product Design | Product strategy | Human centred design | System design | Accessibility | Usability Testing

Research : Systems thinking | Service Blueprinting | Customer experience design | User research | User interviews | Competitive analysis | Benchmarking | User journey mapping | Field studies | Shadow studies | Design workshops | Ethnographic Study

Soft skills : Design leadership | Stakeholder management | Collaboration | Ownership

Professional Summary - Experience design team lead, Accenture India, 2019 - Present

Design System lead : Qatar - Qatar's Digital Government of Factory aims to centralize access to governmental services for its citizens. My role was to lead the design system team & design Qatar's visual design system. **(Dec 2023 – Jun 2024, 07 months)**

- **Problem area** - Qatar's government services were decentralized and paper-based • Led a five-member team in creating a tokenized design library for cross-platform efficiency.
- Built foundation and component libraries, improving team productivity by 13%.
- Developed a tokenized library with dark mode support and comprehensive documentation.
- Suggested vast use cases for components created by the visual design team to make components more accessible & solve for an larger audience.
- Created comprehensive structure & format for 65+ components across 2 different device platforms (iOS & Web)

UX Design lead : A large Swedish automobile company - The client has introduced fleets of eV trucks in the transportation industry. My role was to lead the digitalization of public charging services for eV trucks fleets. **(Aug 2024 – Nov 2024, 04 months)**

- **Problem area** - Existing challenges include inconsistent charging schedules, lack of authentication methods at charging points & inconsistent documentation of charging data.
- Led design thinking workshops and implemented proof of concept solutions, improving delivery rates by 6%.
- Envisioned edge cases for charging authentication & designed journeys for fleets as big as 100+ trucks.

Senior Product designer : Saudia Airlines – Saudia is introducing its flagship airlines & its digital services across multiple platforms. My role was to design booking services for Saudia air travel on an iOS mobile app. **(Jul 2022 – Jan 2023, 07 months)**

- **Problem area** – Saudia relies on paper tickets and its legacy website to conduct its air travel. Challenges tackling physical assets & establishing Saudia as the preferable airline.
- As a Senior Product designer, I championed features that assisted travellers in their pre-flight experience of managing their bookings.
- I drove the creation of information architecture, user-flows & rapid iteration of Prototypes and MVPs for usability testing based on the data we received.
- Benchmarked 58 airlines to optimize booking management features across key UX metrics.
- The design team created the app for 121+ services & achieved a rating of 4.6 in the iOS store.

User experience designer – Microsoft - B2E – Designing for incremental improvements & introducing features to reduce feedback tickets & increase NPS score for Microsoft's Exchange Admin centre – EAC (SaaS platform) **(Aug 2021 – Jun 2022, 10 months)**

- **Problem area** – Exchange Admin Centre (EAC) manages Outlook's operational functions. Focused on improving NPS through UX audit and platform refinements.
- Conducted a UX audit on Microsoft's EAC website using VIMM & NCPI evaluation models.
- Created visual designs for features about adding rules in outlook mail & for adding managing admin access on different devices
- Designed a complete service flow & visual designs for the "Cross-migration of data" feature between two organisations.

Volunteer work

UI/UX Visiting Faculty - Pearl Academy Bangalore & Ecole Intuit Lab Bangalore (Pearl - Aug 2022 to Nov 2022, 4 months & Ecole - Jan 2024 to May 2024, 05 months) (Volunteer Role)

- Taught UX foundations and advanced digital product design to 13 post-graduate students.
- Collaborated in curriculum development for the module to develop career readiness in students.
- Served as project evaluation juror, providing comprehensive grading.

Education

- **Bachelor's of Communication Design** | 2015 - 2019
Pearl Academy Mumbai, India
- **Higher Secondary School** | 2013 – 2015
Delhi Public School, Bangalore East, India

Courses and Certification

- Evil by Design: Persuasion in UX , LinkedIn - 2023
- Systems Thinking for Product Designers, LinkedIn - 2023
- UX Foundations: Multidevice Design, LinkedIn - 2023
- Mobile User Experience (UX) Design, Interaction Design Foundation - 2021
- Finalist – HP Changemaker & Indiefolio design bootcamp - Sep 2019
- S.T.E.A.M school, Makers Asylum, Mumbai - Feb 2018

Tools

Figma | Miro | Sketch | Adobe XD | After Effects | JIRA | Confluence | Microsoft Azure