Vikas Panwar

Product Design Lead | UBC MBA'13 | IITG B.Des'06

RELEVANT WORK EXPERIENCE

UX Information Architect, CARFAX US (S&P Global)

Jul 2023 - Present, Remote in Ontario

Leading the user experience of 10+ internal apps with a focus on enhancing design to meet the specific needs of various sales personas. This work aims at driving business revenue growth for dealers while significantly improving data accuracy across the organization.

- Conducted generative research that yielded over 40 actionable insights for business stakeholders. Collaborated with the Product Owners and Tech Leads to prioritize UX enhancements based on the value to business, user needs, and technical feasibility.
- Significantly improved the user experience of key features, including the product status indicator, account alerts, Salesforce CPQ, and CARFAX Co-Op programs for dealers.

Principal Product Designer, Secureworks (Dell)

Jan 2022 - Feb 2023, Remote in Ontario

Worked on the cybersecurity SaaS application VDR that automatically triages security vulnerabilities using ML/AI.

- Reduced customer churn from 50% to 30% through various UX initiatives.
- Resolved customer issues such as involuntary server shutdowns by designing a rules based asset scanning experience.

Lead UX Designer, OpenText

May 2021 - Jan 2022, Remote in Ontario

Worked on the cloud admin applications that had developers and tenant administrators as primary personas.

- Lead a team of 4 Designers from Canada and India.
- Led a feature prioritization and alignment workshop for a geographically dispersed team spanning three continents that helped in overcoming an impasse.
- Designed MVP experience for a new SaaS app "Admin Console" that addressed developer and tenant admin use cases.

INTRO

Adept in solving user & business problems through stakeholder partnerships, research, data analysis, user centered design and team leadership.

MORE DETAILS

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CONTACT INFO

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KEY STRENGTHS

Interaction Design
UX Research
User Testing
User Interface Design
Design Systems
Mentorship & Leadership
Communication & Alignment

DOMAINS

SaaS, Cloud, Cybersecurity, Finance, Telecom, Enterprise Software, B2B, B2C, Health Insurance, Machine Learning, Artificial Intelligence, Data Science, Web Accessibility

TOOLS

Figma, Axure, Sketch, Balsamiq, Adobe, Miro, Mural, Zeplin, Office, JIRA

Senior UX Designer (Team Lead), Canada Life

Oct 2018 - May 2021, London ON

Worked with Product Owners and Tech Leads to deliver high stakes strategic MVPs: My Canada Life at Work and GRS Access.

- Improved the savings portal's contribution feature, resulting in over C$60MM in member contributions to saving plans through the bill payment method.
- Managed and mentored a new team member, providing guidance on best practices, design process, and performance goals.
- Team won the WEBAWARDS in 2020 in the outstanding website category.

Architect: UX & Visual Design (Software Engineer 2), Ciena

Jan 2015 - Oct 2018, Ottawa ON

Reported to the Senior Manager of UX Design and worked on various networking applications built for layer 1 and 2.

- Designed features for award winning apps MCP and MDSO under the Blue Planet division.
- Created interaction patterns, UI components, and design conventions to contribute to the internal design system.
- Submitted invention disclosure forms for patentable ideas.

User Experience Designer & Developer, SilkScarf Design

Aug 2014 - Dec 2014, Vancouver BC

- Designed and developed the agency's website for lead generation and solved UX and UI issues for the various clients.