# PROFILE SNAPSHOT

**Aravind Sagar**

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Arvind is a seasoned UX Design Leader who is highly passionate about detangling a complex digital environment into a scalable and straightforward solution.

His world of digital environments revolves around creating enticing usable interfaces, teaching a design process within the organization, or building a great design team, to rise to the occasion to solve complex design solutions.

Arvind always has the confidence to get things accomplished within the program timelines by providing user driven design solutions.

Arvind has a strong passion for design principles and executing complex models into simple blueprints on various domains namely:

- Insurance
- Retail
- Telecommunications
- Banking and Financial
- Leisure and Travel
- Healthcare
- Manufacturing
- Logistics
- Online Payment Systems

# PROFESSIONAL EXPERIENCE

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|---|---|
| **2023 – Till Date:**<br>Cognizant Technologies | **UX Design Lead**<br>Product Design. User Research. Product Assessments. Comparative Studies. Heuristics.<br><br>**Tools:**<br>Figma. FigJam. Adobe Photoshop. Mural. UserZoom. Sketch. InVision. MS Product Suite. |
| **2022 – 2023**<br>JPMC | **VP – UX Lead**<br>Product Design.<br><br>**Tools:**<br>Figma. |
| **2014 – 2022:**<br>Cognizant Technologies | **UX Design Lead**<br>Product Design. User Research. Product Assessments. Comparative Studies. Heuristics.<br><br>**Tools:**<br>Figma. Adobe XD. Adobe Photoshop. Sketch. InVision. MS Product Suite. |
| **2010 – 2014:**<br>Cognizant Technologies | **UX Architect**<br>Product Design. User Research. Product Assessments. Comparative Studies. Heuristics. UX Sales. Design Leader.<br><br>**Tools:**<br>Axure. Adobe Photoshop. Adobe InDesign. MS Product Suite. Adobe Illustrator. Balsamiq. |
| **2009 – 2010:**<br>DXC Technologies (PayPal) | **Sr. Product Designer**<br>Product Design. User Research. |

| | Tools:<br>Adobe Photoshop. Adobe InDesign. MS Product Suite. |
|---|---|
| **2008 - 2009:**<br>Capgemini Consulting | **Sr UX Designer**<br>Product Design. Design Leader. UX Sales.<br><br>**Tools:**<br>Adobe Photoshop. HTML/CSS. JavaScript. MS Product Suite. |
| **2006 – 2008:**<br>Capgemini Consulting | **Design Consultant**<br>Product Design.<br><br>**Tools:**<br>Adobe Photoshop. HTML/CSS. JavaScript. MS Product Suite. |
| **2004 - 2006:**<br>Oracle Services | **Interaction Designer**<br>Product Design.<br><br>**Tools:**<br>Adobe Photoshop. HTML/CSS. JavaScript. MS Product Suite. |
| **2003 – 2003**<br>Siemens Information Systems Limited | **UI Designer**<br>Product Design.<br><br>**Tools:**<br>Adobe Photoshop. HTML/CSS. JavaScript. Adobe Flash. MS Product Suite. |
| **2002 – 2003**<br>Cisco Systems | **Associate Designer**<br>Product Design.<br><br>**Tools:**<br>Adobe Photoshop. HTML/CSS. JavaScript. Adobe Flash. MS Product Suite. |

## NOTABLE DESIGN ENGAGEMENTS

**Manage logistics inventory for Odyssey Logistics**
Domain: Logistics
Duration: 3 Months
Role: Product Journey Maps. User Interviews. Design Sessions. Hi-Fidelity Prototype.

Odyssey Logistics is entering into the B2C space helping its customers to avail an online self-service portal that provides shipment status, live logistic track and trace, and order management. Odyssey Logistics is in a major redesign phase for all its lines of business namely, Road, Marine, Tank, Rail, and Air logistic units.

**The Approach:**
Product Journey Map:

Odyssey Logistics has several home-grown applications, and each one has its own tasks for employees. To unify these applications, it's important to understand how their product suites are working today and how to bring the existing information architecture together.

Holistic application assessment:
https://aclickmatter.com/Odessey/Current%20Application%20Assessment.pdf

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User Interviews:

Once we defined the existing product journey and identified the potential information architecture, we began scheduling interviews with Odyssey employees and their partners to hear their perspectives and wish lists.

We identified the following user groups to gather the actual source of truth:
- Operating Officer/Pricing Manager
- Odyssey Customer
- Tracing Analyst
- Career Operator
- Logistics Broker
- Depot Officer
- Tracking Operator

CX Journey for Quotes and Dispatching Orders:

https://aclickmatter.com/Odessey/personas%20tank%20intermodal.pdf

CX Journey for Track and Trace:
https://aclickmatter.com/Odessey/Tank%20Intermodal%20v1.pdf

Design Workshops:
The next step in the design process is to build prototypes by conducting multiple design sessions with Product Owners, Technology Partners, Business Analysts, and Business Sponsors. The goal is to incorporate industry best practices and align the existing design principles into a refreshed digital experience that accurately reflects Odyssey's user base.

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Hi-Fidelity Prototypes:

Our final stage was to build feature-based interaction design models that match the expectations of Odyssey's user base. The design concepts target devices with a range of breakpoints starting from greater than 320 pixels to 1440 pixels and beyond.

Figma file for Track and Trace Desktop:
https://aclickmatter.com/Odessey/ri%20visuals.pdf

Figma file for Track and Trace Mobile:
https://aclickmatter.com/Odessey/ri%20mobile%20design.pdf

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**Assess Archon Assortment Product Suite for Kroger**
Domain: Retail
Duration: 4 Months
Role: User Interviews. User Journey Map. Product Journeys. Concept Design.

The Kroger Technology Division is dedicated to enhancing assortment enterprise applications across all Facility Centers in the Mid-West. They employ the Archon product suite, which facilitates real-time monitoring and management of assortments, assisting category managers in efficiently planning their inventories and planograms. The main goal of this initiative is to assess the current business and functional processes while identifying opportunities to improve the product experience within the assortment ecosystem.

**The Approach**:
User Interviews (Customer Insights):
As a preliminary step in the process, we identified potential candidates for interviews to gain insights into their daily work dynamics. We have selected six MerchEx analysts, each with varied job functions, who heavily utilize Archon for maintaining and managing assortments.

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User Journey Maps:
The in-depth sessions with MerchEx users provided us with valuable insights into their current processes and helped us identify the pain points they experience while using the Archon System. We segmented the feedback session based on the following key areas within their workflow:
1.  **Identify**: How do you obtain the source of truth to make changes to the assortments?
2.  **Compile**: How do you compile data using various touchpoints?
3.  **Transfer**: In what ways is Archon helpful for managing assortment data?
4.  **Inform**: How are updates from Archon communicated downstream?

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Product Journey:
The next step involved documenting the existing product experiences of each MerchEx analyst to identify overall patterns in how Archon performs across their various functional tasks. This comprehensive analysis will help us understand the user experience and pinpoint areas for improvement.

Dated: 7/23/2025

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<span style="color:orange">Concept Design:</span>

The final output involved creating concept designs based on insights gathered during our user interviews, confirmed with the product manager, product sponsor, and MerchEx analysts.

We documented the entire process iteratively over three months. This documentation includes insights, a clear problem statement, and potential design experiences for all MerchEx analysts using the Archon system.

View the entire assessment experience for a MerchEx analyst:
https://aclickmatter.com/Kroger/Customer%20Journey%20Merch%20Ex.pdf

View the executive presentation for Archon customer insights:
https://aclickmatter.com/Kroger/Archon%20Customer%20Insights%20Findings.pdf

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**Assortment Process Assessment for Harris Teeter**
Domain: Retail
Duration: 2 Months
Role: User Interview. Process Assessment.

The Kroger division has acquired Harris Teeter, prompting the Kroger Technology Division to examine how Harris Teeter manages its assortment. The goal of this engagement is to document Harris Teeter's approach to managing assortments in their stores. This documentation will assist KTD in merging the processes into a unified system that applies to both Kroger and Harris Teeter.

**The Approach**
<span style="color:orange">User Interview:</span>
Kroger's MerchEx team has integrated three additional Harris Teeter MerchEx analysts to collaborate on all assortment-related tasks. We conducted an interview with one Harris Teeter user, who serves as the super user for all HT-related assortments.

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<span style="color:orange">Process Assessment:</span>
The outcome of the interview process provided us with a clear understanding of how Harris Teeter users operate throughout the week, including the tools and processes they use to prepare for assortment updates.

The full report can be accessed at:
https://aclickmatter.com/Kroger/HT%20Assortment%20Process.pdf

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**Product Design role at Kroger**
Domain: Retail
Duration: 11 Months
Role: Product Design Support. PI Planning.

Apart from providing strategic consulting for the Kroger Technology Center, I was also assigned to support product design for the Assortment and Planogram tools used by Kroger store employees across facility centers and stores.

Responsibilities:
- Partner with the Kroger Product Managers to define the OKR and MVP for each Program Increment.
- Negotiate with business users on the possible release of features for each program increment.
- Drive design jam sessions with the product managers, replenishment analysts, Merch Executives, and Technology partners to generate business ideas and agree on product enhancements.
- Collaborate with the product managers to close design JIRA tickets and update Confluence pages with features for a given quarter.
- Schedule a read-out session for the assortment and planogram teams in the US, Mexico, and India.
- Partner with the Kroger Design System team to build prototypes and components that meet the functional requirements.
- Schedule internal design reviews involving Tech, QA, Testers, and Front-end developers.

- Conduct design sessions twice a week to inform the Merch and Planograms executives about the design progress, along with appropriate sign-off on the final design artifacts.
- Maintain Figma files regularly to support development work until sprint closure.
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**Online Dental Provider Experience for Blue Cross Blue Shield NY**
Domain: Insurance
Duration: 2 years
Role: Product Design. User Interview. Focus Group Session. Hi-Fidelity Prototype. Formative Testing

Excellus BlueCross BlueShield, based in Rochester, NY, operates as part of a $6 billion family of companies dedicated to financing and delivering healthcare services throughout upstate New York, along with nationwide long-term care insurance. In collaboration with Cognizant, Excellus initiated a research-driven design program aimed at enhancing online self-service capabilities for customers and providers. This program focuses on facilitating onboarding processes, managing claims efficiently, and enabling users to check their eligibility for benefits.

**The Approach**
User Interview:

To develop a new online dental health experience aimed at supporting over 150,000 dental offices, we have begun identifying specific user groups for interviews. These groups include:
- Front Desk Officers
- Billing Managers/Specialists/Financial Managers
- Insurance Specialists

These professionals work with either individuals or groups and are categorized as participating or non-participating providers with BCBS NY.

The outcome of the interview provided a wealth of insights regarding customer pain points and their specific desires for using online self-services. This information was instrumental in developing a use case that aligns actual business goals with our users' expectations.

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Focus Group Sessions:

The next step involves conducting a focused conversation that aligns with specific features intended for our customers' initial release. These workshops present opportunities to eliminate constraints by exploring negotiable alternatives, thereby guiding the design direction effectively for this initial rollout.

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Hi-Fidelity Prototypes:

Hi-fidelity prototypes were built with the BCBS Design System team to create the following features:
Registration:
This feature aims to boost online user registration and increase the percentage of participating customers.

Eligibility Benefits:
We designed this feature to cut down on wait times for users checking patient eligibility benefits.

Claims:
This important feature gives users better control to upload files and manage customer claims.

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Formative Testing:

The prototypes underwent testing with the same group of sampled users interviewed during the initial stages. We explored two design options to gather critique from our users, which allowed us to refine the design further. This iterative feedback process is crucial in ensuring that we can effectively ship the design for development.

You can view the entire case study at: https://aclickmatter.com/Excellus/Self_Serve_Provider_Experience.ppsx

# A FEW MORE MENTIONS ABOUT MY DESIGN JOURNEY

**World Bank**
Enhance and maintain World Bank enterprise apps and portals that supports analysts and agents within the IBRD, and IFC sectors.
Build IOS and Android enterprise apps, allowing analysts to view loan legal documents.

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**Anheuser - Busch**
Build Mobile HR Payroll system that is accessible to blue collar workers across the Anheuser-Busch production factory.

Built design systems to integrate a One UI brand for all Anheuser-Busch internal portals and applications that are used by HR, Marketing, and corporate employees. View Mobile Visual Designs.

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**Federal Housing Loan - NY**
The FHC System Replacement project aims to create an online home loan solution specifically for first-time home buyers in New York, enhancing accessibility and simplifying the loan application process.
View Desktop Visual Designs.

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**Walmart and Sams Club**
Provided design consulting for a large multinational retail corporation that is revamping its replenishment system, which serves 5,000 stores in the U.S. and Canada. The project aims to create a centralized platform to manage Purchase Orders, Agreements, Store Specific Orders, Cancellations, and Rerouting, enhancing.

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**Kaiser Permanente**
The UX design experience involved conducting field research to investigate why many patients frequently miss their doctor appointments, particularly due to the constantly changing location of personal care physicians. Although kiosks were established in key areas, users struggled to access automated help services. To enhance this experience, a partnership with Google was formed to implement the Google Indoors API, which aims to provide a seamless experience from the user's home to the physician's office.

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**EZCORP Inc**
The project aims to research and design a cloud-based Point of Sale (PoS) application that will serve over 500 stores across the US, Canada, and Mexico. Key enhancements include mobile integration, tokenization, and predictive analysis, focusing on improving user experience to meet or exceed competitor benchmarks. The primary goal is to boost sales effectiveness, targeting an average revenue of $450 million per quarter.

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**PayPal** APAC Funds In - Usability

PayPal has its online payment gateway, which is widely used in the US market. This project intends to understand the demographics and the legal attributes to test online payments using PayPal and third-party engines. In 2009, Bill Desk is a prominent provider of online payments in India, which is linked with other banks and financial institutions for online payments. We need to discover online payments that would engage the user in a set of procedures to activate the online payment system using PayPal.
View Product Journey Maps that were used to test with the Indian Markets

## PERSONAL DETAILS

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| Name: | Aravind Sagar |
| Date of birth: | 06 April 1979 |
| Address: | 11927, Emery Village Dr N, Champlin, Minnesota, 55316 |
| Nationality: | Indian |

## SKILLS

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| **Process Influence** | Lean UX Methodologies, Agile Framework, Product Development Lifecycle, Software Design Life Cycle |
| **Design Tools** | Figma, FigJam, Sketch, InVision, Adobe Creative Suite, MS Office Suite. Keynote. UserZoom. Balsamiq |
| **Design Experience** | Product Design. <br><br> Device Centric Experiences. <br><br> Qualitative and Quantitative Evaluations. <br><br> Service Design Blueprints. <br><br> Customer and Product Journey Mapping. |

## QUALIFICATION

| Title | College/University | Year of Passing |
|---|---|---|
| BSc Visual Communications | SRM College of Arts and Science/Madras University | 2001 |
| Certified Usability Analyst | Human Factors International | 2006 |

Dated:   7/23/2025