Noopur Adhaulia

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🌐 nadhaulia.com

A seasoned Product Design Executive with over **13 years** of experience in successfully driving the development of new products and revitalising existing ones across consumer and enterprise domains.

Skills

- **Product Research**
  User Research, Market Analysis, Product Backlog management and prioritization

- **Product Design**
  Usability testing, Information architecture, Interaction design, Wireframes, Task flows, Heuristic analysis, Competitive analysis, Visual design, Prototyping, Motion Design, Video creation

- **Digital Transformation**
  Agile Methodologies- User Personas, User Story Mapping, UAT, Agile planning tools (Jira, Confluence)

- **Customer Centric Approach**
  Customer-centric mindset to understand existing vs latent customer needs, using advanced Design Thinking frameworks

- **Team Culture**
  Skilled in establishing product culture, driving people, processes, and design systems, and promoting design effectiveness within organizations

Technical Skills

Skill	Level
SaaS	●●●●●●○○
DSaaS	●●●○○○○○
BPaaS	●●●●○○○○
CRM	●●●●●○○○
Figma	●●●●●●●○
Sketch	●●●●●●○○
IOT	●●●●●●○○
Adobe Cloud	●●●●●●●○

Work Experience

Vice President, Product Design Lead

JP Morgan Chase, Bengaluru • February 2023 - Present

- Expertly communicated complex information using over 20 design assets, including journey maps, storyboards, user flows, wireframes, high-fidelity screens etc., resulting in streamlined product development processes and accelerated product timelines.

- Strategized and planned various design tasks in collaboration with 5 multidisciplinary teams, including designers, engineers, and other product managers, to deliver successful product solutions on time and within budget.

- Developed click-through prototypes, presentations, and videos, effectively communicating product vision and gaining buy-in from key stakeholders.

- Conducted 3 knowledge-sharing sessions to educate the team and organization about design processes and best practices, promoting a culture of learning and continuous improvement.

Vice President, Experience Design Product

Goldman Sachs, Bengaluru • April 2021 - February 2023

- Discovered and leveraged user insights to facilitate end-to-end design processes across key verticals in the bank's startup consumer business Marcus : Savings, Lending, Small Business Credit, and Checkings, overseeing strategic planning, designing, building, and implementation processes

- Led an Agile team of 6 designers for the development of the Marcus in-house B2B2C application and the firm's Partner design solution, ensuring effective collaboration and alignment with project objectives.

- Collaborated with cross-functional teams and fostered design maturity by adopting lean UX methods such as qualitative and quantitative research, rapid prototyping, and A/B testing iteratively refining products based on real user feedback.

- Implemented the Guides Process System (GPS), reducing card dispute resolution time and improving agent satisfaction by 10%

Senior User Experience Designer

Oracle Financial Services Pvt. Ltd., Mumbai • July 2016 - April 2021

- Led a team of 8 UX/UI designers for Oracle's core product named Oracle Banking Digital Experience (OBDX), an enterprise-class digital banking solution enabling banks to rapidly deploy digital capabilities without altering existing core banking platforms. Received **We Applaud Award** for driving the core design.

- Conceptualized and implemented demo assets /collaterals by leveraging knowledge of APIs, Open Banking, and Artificial Intelligence (AI), contributing to an increase in business development success.

- Conducted research on industry UX/UI trends, evaluated user requirements and competitor strategies, leading to an enhancement in user-centered design quality and user satisfaction ratings.

- Crafted agile user stories and developed design system to ensure consistency across the product resulting in reduction in development cycle time and a decrease in post-release issues.

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Work Experience

User Experience Designer

Deloitte Digital, Mumbai • April 2015 - July 2016

- SPOT Award - Received from Deloitte for core design member for TPL.

- Led design projects across diverse industries, including oil, banking, and entertainment, in the US and UK, focusing on web and mobile applications.

- Led design reviews for 3 projects, including Requests for Proposals (RFPs) and Demos, and acted as the main liaison with offshore teams, resulting in reduction in project delivery timelines and an increase in collaboration efficiency.

- Created 5 info-graphic presentations and branding guidelines, improving internal communication and brand consistency across the organization.

- Recognized by clients for delivering rapid solutions to complex requirements, demonstrating agility and responsiveness.

Previous experiences and internships

Design Intern

June Software, Pune / September 2014 - January 2015

Graphic & Web Designer

India Today Group Digital, Noida / January 2011 - June 2012

Graphic & Web Designer

Milagrow Business & Knowledge Solutions, Gurgaon / June 2010 - December 2010

Graphic & Web Designer

Roots Advertising Services Pvt. Ltd. / January 2010 - June 2010

Education

- **Post Graduation Graphic Design**
  MIT Institute of Design, Pune
  Jul 2012 to Mar 2015

- **Graduation**
  School of Open Learning, Delhi
  Aug 2008 to Mar 2011

- **Diploma in Graphic and Web Design**
  Arena Animations, Gurgaon
  Aug 2007 to Mar 2009