

# NOOPUR ADHAULIA

Product Design Lead | Lean UX, Design Thinking & Agile Methodologies | Leadership

 Bengaluru  nadhaulia@gmail.com

User Experience Design Executive with 12+ years of experience in driving innovative ideas, solutions, concept creation and development through leadership and decisive action as the key evangelist of experience design, and digital products and services. Hands-on in designing and implementing designs is based on a User-Centered design process, including research, User Experience, Visual and Motion Design along with creative applications – brand design, and packaging.

Demonstrated mastery in lean UX, design thinking, and agile methodologies. Experience leading and winning new business pitches and growing existing relationships. Exhibited skills in setting up the design culture and driving people, processes, and design systems by bringing in the best of industry practices and promoting design effectiveness within the organization. Championed product design across teams and other key stakeholders, bringing design to the forefront along with the product, and core technology.

## REWARDS & RECOGNITIONS

- We Applaud Award - driving the core design for the product at OBDX
- SPOT Award - Deloitte for core design member for TPL

## CORE COMPETENCIES

Vision, Mission and OKRs  
Design Solutions  
Systems & Design Thinking  
End-To-End Product Development  
Human-Centered Design  
Understanding  
User Research  
Project Management New Launches  
User Centered Design Process  
Illustrating Design Ideas  
B2B2C application  
Agile Methodologies  
Digital Marketing  
Visual Designing  
Product Enhancement  
User Journey Mapping  
Design Information Architecture  
Team Building & Management

## PROFESSIONAL EXPERIENCE

**Vice President, Product Design Lead**  
J.P Morgan Chase, Bengaluru

Feb 2023 to Present

- Communicated complex information using interaction design tools, including journey maps, storyboards, information architecture, user flows, wireframes, etc.
- Planned and strategized a variety of design tasks to align with our product deadlines
- Applied, maintained, and built upon design systems to ensure consistent designs
- Collaborated with multidisciplinary teams of designers, product managers, engineers, researchers, subject matter experts, copywriters, and legal
- Understood and document user research findings and iterate designs based on feedbackDeliver wireframes, user flows, high-fidelity screens, and visual assets to support the product development process
- Created click-through prototypes, presentations, and videos to showcase product vision and got buy-in from key stakeholders
- Shared knowledge and educated the team and the organization about our design processes and best practices

1.0  
Years

**Vice President, Experience Design Product**  
**Goldman Sachs, Bengaluru**

April 2021 to Feb 2023

1.10  
Years

- Spearheaded a team of 6 designers for the Marcus in-house B2B2C application along with the firm's Partner design solution.
- Crafted, and launched the beta digital checking product. Led all aspects of the strategic design, planning, building, and implementation of the design for Marcus checking product, Apple Savings, and Brokerage account.
- Strategized, and launched the Guides Process System (GPS) for card disputes integrating services from third-party apps and improving agent experience.
- Key role in improving the experience of the existing Marcus 5 lines of business with insights gathered from competitive analysis and user research to create a thoughtful and integrated customer experience across company platforms.
- Conceptualized design solutions for various key initiatives across the firm including divisional agent-facing web design system, account management, and core CX.
- Interfaced with product managers, engineers, design researchers, and legal in an agile environment.

**Senior User Experience Designer**  
**Oracle Financial Services Pvt. Ltd., Mumbai**

July 2016 to April 2021

5  
Years

- Led a team of 4-6 UX/UI designers for Oracle's core product - Oracle Banking Digital Experience or OBDX providing an enterprise-class and scalable digital banking solution enabling banks to rapidly deliver digital capabilities without changing existing core banking platforms.
- Envisioned, and implemented demo assets/collaterals for the business development during the under-development stage of the product for the Oracle Digital Banking platform facilitating Multi-channel, and Omni channel Banking.
- Provided support in Corporate and Retail Banking and Administrative maintenances, with extensive knowledge of APIs, Open Banking, and Artificial Intelligence (AI) based account forecasting.
- Key role in gathering and evaluating user requirements, along with the product managers and engineers.
- Researched and evaluated industry UX/UI trends, competitor sites, and strategies creating high fidelity Wireframes, Visual Design, and developing modules which include Theming, Dashboard Customisation, and Artificial Intelligence (AI) based account forecasting.
- Implemented a user-centered design process and illustrated design ideas using design thinking, empathy maps, process flows and sitemaps, and information architecture.
- Crafted user stories and data element sheets in an agile environment for proposed features and phased approaches to development through Sprints. Devised style guides and graphic user interfaces elements, like micro-interactions, font icons, menus, tabs, and widgets.
- Instrumental in managing wireframes and flow till the final development, performing UI sanity testing, and tracking JIRA's for the same before the final release of the product.
- Worked in collaboration with the Engineering team to ensure designs are executed leading multi-disciplinary teams of 14 members across UX/UI, UAT, and Digital Marketing departments.

- Extensively worked on multiple projects for clients in the oil, banking, and entertainment industry in US and UK for designing web and mobile applications. Collaborated with the offshore team, providing daily progress updates.
- Served as In-charge of the design reviews, and offshore point of contact for any updates required by onsite team.
- Devised design mock-ups for the onsite team’s functional purposes, including RFPs, and Demos.
- Significantly contributed in designing a number of in-house mobile applications also.
- Conceptualized info-graphic presentations for internal circulation in the organization and branding guidelines for a few long-term firm initiatives for the entire USI practice - logos, mailers, and activity designs.
- Appreciated by the clients for quick turnarounds on complex requirements in a very short span of time.

1.3  
Years

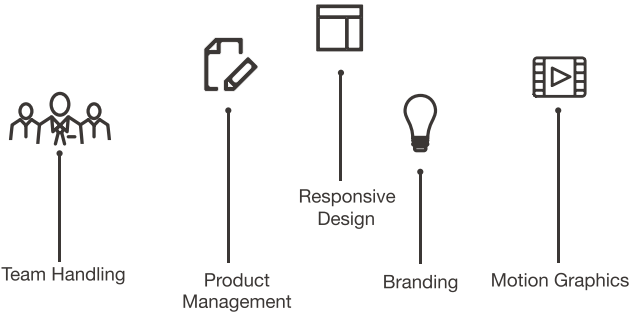
PREVIOUS EXPERIENCE

June Software, Pune   Design Intern	Sep 2014 - Jan2015
Ishan Khosla Design, Delhi   Design Intern	Jun 2014 - Jul 2014
India Today Group Digital, Noida   Web Designer	Jan 2011 - Jun 2012
Milagrow Business & Knowledge Solutions, Gurgaon   Graphics & Web Designer	Jun 2010 - Dec 2010
Roots Advertising Services Pvt. Ltd.   Graphics & Web Designer	Jan 2010 - Jun2010
Today Capital Services Pvt. Ltd.   Graphics & Web Intern	Aug 2009 - Dec 2009

EDUCATION

- Post Graduation Graphic Design** Aug 2012 to Mar 2015  
MIT Institute of Design, Pune
- Graduation** Aug 2008 to Mar 2011  
School of Open Learning, Delhi
- Diploma in Graphic and Web Design** Aug 2007 to Mar 2009  
Arena Animations, Gurgaon

SPECIALITIES



SOFTWARES

Figma	●●●●●●●●
Sketch	●●●●●●●●
Adobe Photoshop	●●●●●●●●
Adobe Illustrator	●●●●●●●●
Axure	●●●●●●●●
Adobe After Effects	●●●●●●●●
Adobe Indesign	●●●●●●●●
HTML & CSS	●●●●●●●●
Google Swiffy	●●●●●●●●
Google Web Designer	●●●●●●●●
Wordpress	●●●●●●●●

HOBBIES

