

# Sujay Madhav Kolgaonkar

Product Designer (UX), with 6 years of experience, shipping customer focused products & services

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## WORK EXPERIENCE

6.5 years of total experience

### Product Designer

May 2022 - Present (2 y)

Intuit

Bangalore

#### FINANCIAL PLANNING & ANALYSIS IN QUICKBOOKS ONLINE

- Led the Forecasting capability in the project right from the vision state to achieving L2 level capability.
- Observed an increase in engagement from **3.35% to 5% in QBO Plus** and from **10% to 17% in QBO Advanced** (Plus and Advanced are different versions/SKUs of Quickbooks online) and **above 90% overall product-market fit**.
- Carried out **40+ user interviews** throughout different releases to track the customer needs and test out the LOFA's (leap of faith assumptions). Led everything from **building a research brief, surveys and holding design sync sessions** within the team. Received a **Spotlight Award for Customer Obsession**.

#### QUICKBOOKS DESKTOP (QBDT) ENTERPRISE: PREPAYMENTS

- Led the **end-to-end design** for the 'Prepayments on Sales Orders(SOs) and Estimates feature. Prepayments were one of the topmost voted features, **5.1/7 on usefulness rating** by customers and accountants in this year's Enterprise Roadmap survey.
- Designed **40+ workflows by having continuous user interviews**, connects with Customer care team, going through a large data of customer feedbacks. With the continuous improvements to the feature, the relevant adoption rises to **7.1%, i.e. growing by 1.9% pt. from 5.2% earlier**.
- 895 licenses have now turned on the feature** and **695 licenses have actively created prepayments on SOs**. **54K+ Prepayment records have been created**, which is a significant average of **77 prepayments created per license**, and they amount to a total of **\$ 1.25Billion+**, averaging **\$ 23.5K+ per transaction**.

#### QUICKBOOKS DESKTOP (QBDT) ENTERPRISE : PAYROLL COMPLIANCE

- Payroll had the biggest tax changes in FY24 for Canada and US. This year's compliance season was one of the **largest peak seasons, with 2 brand new compliance features** in the US and **2 new feature additions** in Canada. I took complete ownership of the track to ensure that QBDT payroll remained **100% compliant**.
- Conducted research and **24 user interviews with accountants from both CA and US** to identify ways to introduce changes more easily and intuitively. Additionally, **led Design Huddles, Idea sessions and product review sessions to keep the team aligned and receive timely feedback on the ongoing work**.
- The outcome was **40+ workflows/screens** impacted in the product and over **30 planned releases** will be released into this quarter's update (July release). Received a **Super Star Award** for my work under the **Customer Obsession Category**.

### Product Design Internship

Sep 2021 - Apr 2022 (6 m)

Intuit

Bangalore

#### MODIFYING AND BUILDING REPORTS FOR THE MANAGEMENT

- For my graduation project thesis at Intuit, I **redesigned the "Management Reports"** feature. **Conducted 30+ user interviews with accountants, CFOs, and business owners**. I learned how to narrow down on a wicked problem by going broad.
- Designed a solution to summarise large numbers of reports using NLP and Charts** for non accountants, reducing cognitive load.

### UX Designer

May 2016 - May 2019 (3 y)

Xpanxion (UST Global)

Pune

#### UX SOLUTIONS FOR MULTIPLE CLIENTS (INTEL, SCRAMNET, IHG)

- Redesigned the **"Extensive Tuning Utility" (XTU) Kit for Intel** with visual representation of complex data enabling users with non technical background understand the dashboard using **information visualisation**. Designed a Dashboard for **Scramnet GPS Alcohol Monitoring Anklets for Police departments** or county officers **to monitor and track offenders and their activity**. Define exclusion and inclusion zones for them.
- Worked on the **Hotel Booking Interface for Customer Service teams** to add details and book hotels for on-call customers.

### Graphic Designer

June 2015 - May 2016 (1 y)

AffinityX

Pune

#### ADVERTISEMENTS FOR CANADIAN AND US NEWSPAPERS

- Designed Advertisement for Staples, VistaPrint and Office Depot in the US. Led a team of designers to design newspaper ads for leading Canadian Newspaper: Torstar.

## EDUCATION

National Institute of Design

2019-2022

M.Des Information Design

Bangalore

Fergusson College

2012-2015

B.Sc. Animation

Pune

## ACHIEVEMENTS

**Intuit: Spotlight Award for Customer Obsession Financial Planning and Analysis**

2022

Received an award for contributing to the vision state by conducting initial set of interviews to find the exact customer pain points and needs and presenting it to the Leadership.

**Intuit: Innovation Week Hackathon**

**Team Award: Bringing New Ideas to Life**

2022

Team Award for bringing new ideas to life in a Hackathon that would contribute in developing and improving the product in the future.

**Intuit: Stronger Together**

**Spotlight for Collaboration**

2023

Received a Spotlight award for my collaborative spirit from the Leadership.

**Intuit: Customer Obsession**

**User Focussed Research**

2023

Received a spotlight for the succesful release of the new Quickbooks Desktop update to which I contributed by making changes and improving the usability, driven by customer feedback.

**Super Star Award: Customer Obsession**

**FY24 Superstars**

2024

Received a customer obsession superstar award for delivering the Payroll tax compliance features in a short deadline backed with user research and keeping QBDT 100% Compliant.

## SKILLS

### Design Craft Skills

- Quantitative and Qualitative Research, User Sampling, User Interviews, User Journeys, Service Blueprints.
- Wireframing, Storyboarding, Flow diagrams, Rapid Prototyping through LOFAs(Leap of Faith Assumptions).
- Marrying User Feedback and Business Requirements** to ensure success.
- Data Fluency:** Utilize quantitative and qualitative data to extract insights and guide design choices to understand the reasons behind user behavior.
- Tech Acumen:** Skilled in designing with components, product theming, dynamic data, and accessibility systems. Familiarity and comfort in leveraging AI tools to accelerate their workflow. Have proven experience and can adapt to any tools and softwares quickly.

### Other Tools that I use to Communicate Ideas

Framer, Spline, ProCreate, Blender, Illustrator, After Effects, Premier Pro, inDesign