

Makrand Patwardhan

Lead User Experience Designer

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Career Summary

UX Designer with 14+ years of experience across Design and Business Analytics functions. Worked on enhancing user experience across apps and sites across B2B and B2C companies. Primarily focused on User Research, Information Architecture and UI Design.

Certifications

- Certified Usability Analyst (CUA) - Human Factors International
- Enterprise Design Thinking Practitioner - IBM

Work Experience

Lead User Experience Designer at Grassdoor Logistics Nov '22 - Present

- Lead the GD core design team across website and backend apps design
- Develop and manage design project pipeline in collaboration with various stakeholders and functional leads
- Lead all stages of product design process and advocate for user needs
- Communicate design guidance, choices and direction to multiple stakeholders via UX artifacts and workshops
- Evangelise UX process, methods and techniques across organization

Lead UX Designer at Concentrix Oct '21 - Nov '22

- Develop and manage product design strategy in collaboration with various stakeholders
- Lead all stages of product design process and advocate for user needs
- Conduct UX Research as per the project need to understand user needs and validate hypotheses
- Conduct UX Audits and Heuristic Analysis for existing applications
- Communicate design guidance, choices and direction to multiple stakeholders via UX artifacts and workshops
- Evangelise UX process, methods and techniques across organization
- Maintain project and design system documentation

App Development Specialist (UX Design) at Accenture Dec '18 - Sep'21

- Understand scope and user requirements from key stakeholders
- Plan and conduct exploratory user research and iterative usability tests
- Design information architecture, wireframes and interactive UI mockups in alignment with client design guidelines
- Collaborate with Development team for smooth hand-off and transition of mockups to final applications
- Drive adoption of Design Thinking and Agile practices in product development workflow


Prior Experiences


UX Designer & Data Visualization Developer at **IBM** Oct '13 - Dec '18


Business Analyst (Customer Experience) at **[24]7.ai** May '12 - Oct '13


Senior Business Analyst at **TCS** Apr '09 - May '12

Portfolio

 makrandp

 uxmakrand.in

 makrand2486

 makrand2486

Design Toolbox

Figma

Sketch

Adobe XD

Axure RP

Invision

Mural

Skills

Stakeholder Management

Project Planning

Design Thinking Process

Agile Implementation

Requirement Gathering

User Research & Synthesis

User Journey Mapping

Storyboarding

Wireframing and Prototyping

User Interface Design

Usability Testing

Market Research

Business Analysis

Education

PG Program in Retail Mgmt

Indus Business Academy '07-'09

B.Sc. Microbiology

Nagpur University '03-'06

Interests

Reading

Writing

Photography