Makrand Patwardhan
Lead User Experience Designer

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Career Summary

UX Designer with 13+ years of experience across Design and Business Analytics functions. Worked on B2B apps, enterprise apps, websites and dashboards. 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 UX Designer at **Concentrix**   Oct '21 - Present
- 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

UX Designer & Data Visualization Developer at **IBM**   Oct '13 - Dec '18
- Plan and conduct User research and synthesize UX artifacts
- Design Wireframes and Prototypes for Dashboards and Intranet Sites
- Drive adoption of Design Thinking and Agile practices
- Develop the dashboards using appropriate data visualizations to lead users towards actionable business insights

Prior Experiences
Business Analyst (Customer Experience) at **[24]7.ai**   May '12 - Oct '13
Senior Business Analyst at **TCS**   Apr '09 - May '12

Portfolio

🌐 https://makrand-ux.design

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Design Toolbox

Sketch
Figma
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