



POONAM KHEDKAR

LEAD PRODUCT DESIGNER

WORK EXPERIENCE

• **Independent Designer**

Jan 25 - Present

Freelance & Consulting Projects (including EPAM Systems)

Global digital transformation and product company

- Led **end-to-end UX design** for Ageas UK's insurance platform, focusing on improving customer journeys across policy purchase, renewal, and claims.

• **ServiceNow**

Jan 2023 – Dec 2024

Senior Product Designer

Company providing digital workflow solutions

- Designed **user-centric interfaces** for the Digital Product Release (DPR) platform, improving workflows for Admins, PMs, and Developers.
- Increased operational efficiency by **25%** through simplified processes and intuitive UX.
- Led **stakeholder workshops and usability testing** to drive iterative design improvements.

• **Byju's**

Sep 2021 – Dec 2022

Senior Product Designer

Edtech company offering online learning programs

- Led design of the **Platinum Parent Experience**, boosting engagement and raising parent satisfaction scores by 25%.
- Partnered with researchers, content strategists, and PMs to deliver **data-driven design solutions** at scale.

• **Tricon Infotech**

Mar 2019 – Aug 2021

Senior Product Designer

Technology company specializing in software solutions

- Designed UX for **PayWheel**, a payroll & HR management system, improving employee onboarding and HR processes.
- Reduced onboarding time by **30%** with streamlined workflows and automation.
- Contributed to multiple product initiatives (Chatbot, Shopify plugin, AR app) with end-to-end design execution.
- Successful in interactions and working with stakeholders from the US, UK, and Middle East.

• **Tricon Infotech**

Jan 2014 – Feb 2019

UX Designer

Technology company specializing in software solutions

- Delivered UX for client products across domains including **Dubai Government – Whatworks portal** and **Taylor & Francis publishing platform**.
- Drove **major product releases** aligned to business growth and client strategy.

• **RedBus**

Mar 2013 – Aug 2013

UX/ UI Intern

Online bus ticketing platform

- Conducted user research and usability testing for India's largest online bus ticketing platform.

CONTACTS

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Portfolio

LinkedIn

SUMMARY

Experienced Designer with 10 years of experience creating user-centric digital products across fintech, edtech, and enterprise platforms. Proven impact at top companies including ServiceNow and BYJU'S.

EDUCATION

National Institute of Design (NID)

Master of Design (M.Des.)
Bangalore (2011 - 2013)

MIT College of Engineering

Bachelor of Engineering (B.E.)
Pune (2006 - 2010)

Skills

Design Thinking

User Research

UI Design

User Persona

Journey Mapping

Wireframe

Usability

Interaction Design

Design Strategy

Prototyping

Tools

