

Gurnam Singh Bhatti

+91-9535576724 | Bengaluru
mail2gurnam@gmail.com
[linkedin.com/in/gurnamsingh87](https://www.linkedin.com/in/gurnamsingh87)
Portfolio



TARGET ROLE: UI/UX Design Manager - Enterprise Platform/Senior Design Ops

“Solving complex business and user problems by driving enterprise UX excellence through strategy, scalable systems, and research-driven, inclusive design.”

Professional Summary

UX Design Leader & Manager with 16+ years of experience driving enterprise UX and digital transformation across fintech, financial services, and global product teams. Recognised for exceptional problem-solving ability—translating complex business challenges and user pain points into intuitive, scalable design solutions that measurably improve customer experience, increase adoption, and reduce operational overhead. Proven success in improving usability by 30%, reducing support tickets, and contributing to \$10M+ in revenue growth through user-centered design strategies.

Trusted advisor to senior stakeholders, skilled at framing problems clearly, presenting actionable UX strategies, and influencing roadmaps to align design investments with organizational objectives. Adept at leading design teams to not only address immediate user needs but also anticipate future challenges, ensuring solutions are sustainable, scalable, and strategically impactful.

Specialized in building centralized design systems that solve cross-platform consistency issues, accelerate design cycles by 35%, and streamline collaboration between distributed teams. Experienced in integrating AI-driven tools for usability analysis and problem diagnosis, enabling data-backed design improvements that reduce ambiguity, accelerate decision-making, and deliver measurable business value.

Core Competencies

Leadership & Strategy: UX Strategy, Enterprise Platform Thinking, Design Leadership, DesignOps, Customer Experience (CX), Inclusive Design (WCAG), Accessibility Advocacy, Scalable Design Systems, Systems Thinking, Problem Solving

Agile & Product Collaboration: Agile (Scrum, SAFe, Kanban), Product Roadmapping, Stakeholder Collaboration, Cross-Functional Facilitation with PM & Engineering

Design & Research: User-Centered Design (UCD), Journey Mapping, Service Blueprints, Usability Testing, Heuristic Evaluation, Research-Driven Decision Making, ROI-Focused UX, AI-Enhanced Workflows, Analytics-Based Iteration

Design Systems & Interaction Design: Design Systems, Style Guides, Interaction Design, Wireframing & Prototyping, UI Patterns, Visual Consistency, Admin & Developer Interfaces, Global & Multilingual Design

Technology & Tools: Figma, Adobe XD, Sketch, InVision, Axure, Miro, HTML/CSS/JavaScript (basic), Accessibility Testing Tools, UX Documentation, Rapid Prototyping.

Professional Experience & Accomplishments

GrownIQ, Gurugram(Remote), India
UX Design Consultant

Oct 2025 – Present

- » Led 0→1 UX design for an early-stage gardening-tech startup, building the product experience from the ground up across web and mobile applications.
- » Translated business ideas and user needs into **product architecture, user journeys, workflows, wireframes, prototypes, and high-fidelity UI designs.**
- » Designed scalable experiences across key customer journeys including **service discovery, booking, plant care, subscriptions, and marketplace interactions.**
- » Partnered directly with **founders, product, and engineering teams** to define MVP priorities, validate design decisions, and translate concepts into development-ready solutions.

- » Established **reusable UI patterns and design-system foundations**, creating consistency across the website and mobile product while supporting future product growth.

FIS Global Solutions, Bengaluru, India
LEAD UX DESIGNER

Jun 2016 – Aug 2025

- » **Drove enterprise-wide UX transformation for large-scale fintech platforms, solving complex usability problems and delivering measurable impact** with higher adoption, reduced support costs, and improved customer experience.
- » **Elevated team performance and design maturity** by mentoring and empowering cross-functional teams, strengthening collaboration, boosting productivity, and raising the overall quality of UX delivery.
- » **Pioneered the use of AI-driven analytics to address limitations in traditional usability testing**, accelerating insights, improving decision-making, and enabling continuous, data-backed design optimization.
- » **Identified recurring pain points through comprehensive usability testing with 150+ users annually; applied iterative solutions that raised customer satisfaction scores by 18%.**
- » **Solved design inconsistency issues by establishing a centralized design system, reducing duplication, accelerating design and development cycles by 35%,** and ensuring visual consistency across four product lines through reusable components and team training.
- » **Influenced executive decision-making by framing problems** through compelling UX strategy presentations, shaping product roadmaps, and driving initiatives that unlocked \$10M+ in revenue growth.

Seraphic Info Solutions Pvt. Ltd, Mohali, India
Senior Usability Consultant

Sep 2015 – Jun 2016

- » **Conducted extensive UX audits and heuristic evaluations** across 10+ platforms, uncovering design inefficiencies and reducing task completion times by 15%.
- » **Boost client NPS by 12% by conducting UX audits and design improvements**, enhancing navigation and UI components across 10+ struggling projects.
- » Led design workshops and collaborated **with cross-disciplinary teams to align user research with business objectives, enhancing time-to-market by 10%.**
- » **Reduced cart abandonment by 22% and boosted conversion rate by 15% in 3 months** by redesigning checkout flow and enhancing UX copy for an e-commerce platform.

Mphasis, Mumbai, Bengaluru, India
Web Designer / UX Consultant

Mar 2010 – Aug 2015

- » **Designed and delivered 25+ enterprise applications and web platforms**, transforming complex requirements into intuitive user journeys, wireframes, and interactive prototypes.
- » **Achieved a 20% task success rate increase and a 15% boost in customer satisfaction** by designing responsive, user-friendly interfaces and collaborating globally for optimal UX strategies.
- » **Developed responsive front-end solutions (HTML, CSS, JavaScript, jQuery)** that cut page load times by 40% and boosted user engagement rates.
- » Led usability testing with global clients, applying insights that **improved task success rates by 20%.**
- » **Advocated user-centred design principles, driving a 15% increase** in client satisfaction scores and strengthening long-term account renewals.
- » **Collaborated with Fortune 500 clients to define UX roadmaps**, aligning design strategies with digital transformation initiatives and revenue goals.

Credentials

Master of Design (User Experience with AI) – Pursuing | OP Jindal University, Sonipat | 2026
BE, Electrical & Electronics, Reva ITM | VTU, Bengaluru | 2009

Certifications

- » **Project Management Professional (PMP), PMI**
- » **Professional Scrum Master I (PSM I), Scrum.org**
- » **SAFe Product Owner / Product Manager (PO/PM), Scaled Agile**