

Sarang Shukla

UX Delivery Lead | SaaS Platform Strategy | Design Systems Leadership

Email: shuklasarang07@gmail.com

Portfolio: <https://www.uxbysarang.com>

Location: UK | Open to European / US East Coast Time Zones

PROFILE SUMMARY

UX Lead and UX Delivery professional with 9+ years of experience driving User-Centred Design (UCD) initiatives across SaaS, ERP, responsive web, enterprise platforms, and mobile applications. Expertise in UX strategy, user research, journey management, wireframing, prototyping, usability testing, accessibility, and design governance within Agile, Waterfall, and Hybrid delivery environments.

Strong background in collaborating with stakeholders, programme teams, PMOs, architects, and engineering teams to deliver measurable UX outcomes aligned with business KPIs. Experienced in establishing UX frameworks, governance standards, design systems, and evidence-based decision-making using qualitative and quantitative research methodologies.

CORE COMPETENCIES

User-Centred Design (UCD)	Personas	Design Systems	Governance Reporting
UX Leadership	Wireframing	Stakeholder Management	Risk Management
UX Governance	Interactive Prototyping	Workshop Facilitation	Design Thinking
UX Strategy	Usability Testing	Discovery Workshops	A/B Testing
User Research	Accessibility (WCAG)	Agile / Waterfall / Hybrid Delivery	Responsive Design
Journey Mapping	Information Architecture	UX Metrics (SUS / UMUX)	

WORK EXPERIENCE

UX/UI Designer

Contractor

March 2025 - Till Now

Achieved 30% reduction in time-to-decision by leading discovery workshops and redesigning complex user flows, resulting in improved conversion efficiency.

Achieved 26% increase in task success by modernising legacy features and simplifying user permissions logic, resulting in measurable business growth.

Achieved 20–30% higher engagement by aligning design direction with roadmap priorities and product strategy.

UX/UI Delivery Lead

HITACHI Digital Services

Sept 2021 - Feb 2025

Achieved a 23% increase in operational productivity by leading User-Centred Design (UCD) activities, conducting qualitative and quantitative user research, and optimising user journeys across ERP and SaaS platforms, resulting in improved workflow efficiency and stakeholder satisfaction.

Achieved a 21% improvement in task completion rates by redesigning information architecture, conducting usability testing, and implementing evidence-based UX recommendations, resulting in enhanced customer experience and reduced navigation friction.

Achieved a 29% reduction in user drop-off rates by implementing accessibility standards, SSO integration, and governance-aligned UX frameworks, resulting in increased platform engagement and WCAG-compliant digital experiences.

Achieved improved UX governance consistency by developing reusable design systems, governance materials, wireframes, and journey management artefacts, resulting in scalable design delivery across transformation programmes.

Achieved stronger stakeholder alignment by facilitating discovery workshops, presenting UX strategy recommendations, and collaborating with project managers, architects, and engineering teams, resulting in faster design approvals and streamlined delivery cycles.

Achieved measurable UX optimisation by defining usability success metrics and supporting UX maturity initiatives through continuous iteration, resulting in improved design standards and evidence-based decision-making.

Sr UX Designer

Xoriant

March 2021 - Sept 2021

Achieved improved employee appraisal workflow efficiency by redesigning self-assessment and manager review journeys using User-Centred Design methodologies, resulting in simplified user interactions and higher process completion rates.

Achieved stronger delivery collaboration by facilitating stakeholder workshops, documenting UX governance recommendations, and supporting Agile and Hybrid delivery models, resulting in aligned business requirements and reduced development rework.

Achieved improved design consistency by creating wireframes, prototypes, personas, and journey maps aligned with UX framework standards, resulting in enhanced usability and stakeholder approval.

Sr UX Consultant

Ernst & Young

Jan 2019 - March 2021

Achieved a 19% reduction in user effort by redesigning insurance workflows and implementing KYC-enabled form optimisation strategies, resulting in improved user satisfaction and operational efficiency.

Achieved enhanced digital accessibility and customer engagement by reimagining information architecture and applying WCAG-compliant design principles, resulting in a 29% reduction in platform abandonment rates.

Achieved improved stakeholder confidence by presenting evidence-based UX recommendations, facilitating collaborative workshops, and maintaining governance documentation, resulting in stronger cross-functional alignment across SaaS and trading platforms.

Achieved scalable product consistency by contributing to design systems, responsive frameworks, and UX standards, resulting in streamlined development handoffs and improved delivery quality.

Interaction Designer

FCUX Design Studio

March 2018 - Dec 2018

Conducted qualitative user research, persona development, and customer journey mapping for banking and insurance platforms. Created wireframes and interactive prototypes supporting usability testing and rapid iteration cycles.

Supported Agile delivery activities including backlog refinement, acceptance testing, and stakeholder presentations.

Quality Assurance

Synechron Technology

Apr 2012 - March 2018

Executed UI testing, regression testing, and user acceptance testing for enterprise insurance and HRMS platforms. Collaborated with Agile teams to improve release quality, governance reporting, and defect management processes. Managed JIRA-based issue tracking and testing documentation supporting delivery governance standards.

TECHNICAL SKILLS

Design: Figma, Whimsical, Sketch, Adobe XD, UX Pilot

Prototyping: Figma Make, Webflow, Cloude, loveable

Collaboration: Jira, Confluence, Miro, Notion

Research: A/B Testing, Usability Testing, Competitive Benchmarking, Surveys, Interview, Desk Based

Front-End Basic: HTML, CSS, React components.

CERTIFICATION

[Mobile UI Design](#)

[Conducting Usability Testing](#)

EDUCATION

UX Design Course

ImaginXP Design College 2016 - 2017

Engineering Electronic & Comm

SDITS Engineering College 2006 - 2010

MSc Design Management

HeriotWatt University Jan 2022 - May 2023