

# Sajindas Devidas (ACD | Senior UX Designer)

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## PROFESSIONAL EXPERIENCE

Employer: **Photon** (Jul 2008 - Present) - **Associate Creative Director**

Seasoned UX/UI design leader with 20 years of experience optimizing user-centric solutions, from strategic Concept to Implementation. Led 20+ large-scale projects, improving usability and conversion rates through data-driven strategies. Skilled in cross-functional leadership, design workshops, and cutting-edge UX methodologies for high-impact results in fast-paced environments.

**CitiBank** (Jan 2021 to Till Date) - **Lead UX Designer**

- Directed end-to-end UX redesign, including research, testing, data collection, and iterations, driving a 35% improvement in customer engagement.
- Facilitated design workshops, brainstorming sessions, and critiques to advance the product's visual language and experience.
- Partnered with cross-functional teams to produce wireframes, mobile-first designs, and layouts supporting product vision and business objectives. Deliverables included user flows and interactive mockups.

**Metlife** (Apr 2021 to Dec 2021) - **Senior UX/UI Designer**

- Led complex responsive web and mobile design projects from conception to execution.
- Produce user flows, journey mapping, personas, wireframes, prototypes, and high-fidelity visual designs for MetLife's digital experiences.
- Iterate designs through 4 rounds of user testing and feedback, improving usability metrics by 25% and conversion rates by 30%.

**T.D Williamson** (Dec 2019 to Mar 2020) - **Lead UX/UI Designer**

- Conducted requirements gathering sessions and presented low-fidelity mockups to internal stakeholders.
- Actively involved in creating wireframes, mood boards, sitemaps, flow diagrams, and high-fidelity interactive prototypes to illustrate proposed designs.
- Collaborate cross-functionally with UX designers, visual designers, researchers, and product managers to create compelling and cohesive visual designs for interactive experiences.

**JPMorgan Chase** (Jun 2015 to Dec 2019) - **Lead UX/UI Designer**

- Led UX strategy and design for 5 internal web-based dashboards and data visualization tools used by over 2,000 employees.
- Conducted user research with 50 internal business users to understand workflow, pain points, and requirements.
- Created over 100 wireframes, 20 interactive prototypes, and 30 high-fidelity mockups for intuitive dashboard interfaces, improving usability by 35%.

**Walgreens** (Jun 2014 to May 2015) - **Customer Experience Designer (CXD)**

- Creates wireframe layouts for pages that present content and functionality with intuitive clarity and balance.
- Participates & supports product & engineering team with any user experience needs throughout different phases of the project (planning, pre-work, elaboration, and post-work)
- Partners with the research team to validate concepts & design solutions.

## SKILLS

UX/UI Design, User Research, Wireframing, Prototyping, User Testing, Information Architecture, Interaction Design, Usability Testing, Design Thinking, Agile Methodology, Responsive Design, Mobile-First Design, Data Visualization, Stakeholder Collaboration, Cross-Functional Collaboration

## TOOLS

Figma, Sketch, Adobe XD, Webflow, Adobe CC, Invision, Zeplin, Miro, Protopie, JIRA, Bootstrap, Material UI.

## CERTIFICATIONS

Certified Usability Analyst - HFI

GenAI for UX Designers

Service Design

Usability Testing

Mobile UX Design

Gestalt Psychology and Web Design

## AWARDS

Winner of Prestigious A' Design Award

Employee of the Year 2022 at Photon

## EDUCATION

B.A. in Economics, Loyola College

E-MBA, National Institute for Business Management

Web Specialist Engineering (APTECH)

