

# POOJA KUDESIA

Head of UX | Strategic UX Leader | Design & Growth Transformation  
pujakudesia@gmail.com | +91 9667 839 435 | Gurgaon, India | [Portfolio](#) | [LinkedIn](#)

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## PROFESSIONAL SUMMARY

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Strategic UX Leader with 20+ years of experience owning end-to-end UX practice across enterprise SaaS, B2B2C, and consumer products. Proven track record of scaling high-performing design teams (10–20 designers across India, UK, and US), embedding data-driven experimentation, and delivering measurable business outcomes—activation, retention, and revenue growth. Deep expertise in UX personalization strategy, design systems governance, and executive-level stakeholder communication. Experienced in partnering with Product, Engineering, Data, and MarTech teams to translate complex user insights into scalable, high-impact digital experiences across B2B and B2C platforms.

## CORE COMPETENCIES

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- UX Practice Ownership & Scaling
- UX Personalization Strategy (Data + Market)
- Team Leadership & Career Development
- Discovery, Research & Stakeholder Workshops
- Design Systems & Interaction Frameworks
- Experimentation & Continuous Optimization
- Executive & CXO-Level Communication
- Multi-product Experience Architecture
- UX Research Operations (UXR Ops)
- Agile Product Development
- High-Fidelity Prototyping & Figma / Adobe Suite
- Accessibility (WCAG 2.1 AA)

## PROFESSIONAL EXPERIENCE

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### Sr. Manager – User Experience (Head of UX) | Aristocrat Technologies | March 2021 – Present

*Leading end-to-end UX practice across globally deployed enterprise SaaS platforms and B2C applications, driving growth through design, data, and personalization.*

- Owned UX practice end-to-end**—from discovery and research to post-launch optimization—across operator-facing SaaS platforms and priority B2C products used globally.
- Scaled and led teams of 5-8 designers, strategists, and UX engineers** across India, UK, and the US; built career frameworks, performance benchmarks, and a culture of ownership and accountability.
- Co-owned UX personalization strategy** in close partnership with Data, Engineering, and Sales teams; embedded measurement, A/B experimentation, and continuous learning into UX workflows.
- Built and governed a cross-product modular design system**, cutting design-to-dev cycle time by 35% and enabling faster experimentation across multiple product lines.
- Introduced structured UX discovery and UXR Ops** (journeys, personas, heuristic evaluations, usability testing), enabling data-informed decision-making at scale.
- Established **UX quality benchmarks and readiness checklists** (flows, edge cases, accessibility states), improving release confidence and predictability.
- Regularly presented UX vision and business outcomes to CXO and executive leadership**, influencing product roadmap and investment decisions.
- Led **discovery sessions, competitive analysis, and cross-functional stakeholder workshops**, translating complex UX concepts into clear narratives for business stakeholders.

### Principal UX Designer / Product Designer | Tata 1MG | Nov 2019 – Mar 2021

*Drove measurable growth for a large-scale consumer SaaS platform serving millions of users.*

- Led consumer **onboarding, activation, and retention UX flows** across mobile and web; improved retention by **35%** and increased app downloads by **55%** through simplified journeys.

- Redesigned search-to-order and prescription flows, increasing task completion and service adoption by **20%** through clearer value communication and friction reduction.
- Established foundational UX processes and **design systems for a B2B warehouse management SaaS product**, enabling scalable and consistent experiences.

#### **UX Manager | Bechtel India** | *Dec 2015 – Oct 2019*

- **Scaled and mentored a high-performing enterprise UX team**, enabling UX alignment across engineering, PMO, and business stakeholders on complex internal platforms.
- Embedded user-centered design practices across multiple internal platforms, improving usability scores and reducing operational friction.
- Introduced **design governance practices, templates, and review processes** across global teams to maintain consistency and quality.

#### **Engineering Manager – UX | Hughes Systique India** | *Jul 2013 – May 2014*

- Led a focused UX team redesigning complex **telecom applications for the Singapore market**, enhancing usability and aligning with regional user behavior.
- Built scalable **design patterns and component libraries**, ensuring consistency across a suite of enterprise telecom tools.
- Collaborated with cross-functional stakeholders—product managers and engineers—to ensure seamless design execution and business alignment.

#### **Tech Architect – UX Design | HCL Technologies** | *Jan 2011 – Jul 2013*

- Served as **UX SME for Accessibility and enterprise UX**, advising major clients including McDonald's, Deutsche Bank, and UK Police.
- Developed cross-domain **UX patterns** improving consistency and reducing design duplication across global teams.

#### **Team Leader – UX | Keane India (NTT DATA)** | *Oct 2006 – Jan 2011*

- Led UX initiatives across HR, banking, and public sectors; increased user satisfaction by **22%** through inclusive, user-centered design practices.
- Redesigned e-commerce experiences for USAFood.com, Curry.co.uk, and a leading Singaporean beverage brand—significantly boosting engagement and conversion.
- Led on-site UX engagement in London for a large-scale public sector project; received **Quarterly Team Recognition Award** and direct client commendation.

## **EDUCATION & CERTIFICATIONS**

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### **Certifications**

- Certificate in UX Design for Virtual Reality – IxDF (2025)
- Certificate in AI for Designers – IxDF (2024)
- Certificate in UX Management: Strategy and Tactics – IxDF (2024)

### **Academic**

- M.Sc. – Vedic Kanya P.G. College, Rajasthan University, Jaipur
- B.Sc. – Vedic Kanya P.G. College, Rajasthan University, Jaipur