ANAND PUSALKAR

Senior UX Designer | UX Lead & Managar

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PROFILE

A highly accomplished UX Design Leader with over a decade of experience spearheading user-centered digital transformation initiatives across FinTech, Automotive, IoT and Healthcare sectors. Expert in design thinking, UX strategy and visual design, consistently delivering measurable improvements in product adoption, usability and customer satisfaction. Adept at strategic consulting, diagnosing complex design and business challenges and deploying scalable solutions that align user needs with business outcomes. Proven ability to mentor high-performing teams, lead impactful design workshops and embed human-centered design within agile development environments.

EXPERIENCE

Tech Lead UX/UI
Sep 2021 - Nov 2025

Opus Technologies ● Pune, India

- Spearheaded end-to-end UX strategy for enterprise FinTech platforms, enabling global scalability and increasing customer satisfaction scores by 30%.
- Partnered with business stakeholders and engineering teams to translate complex financial processes into intuitive, compliant digital experiences.
- Designed and implemented a centralized design system, reducing design-to-development cycle time by 20% and improving UI consistency across touchpoints.
- Led design thinking and POC workshops with clients to validate product concepts and drive adoption.
- Integrated WCAG accessibility standards into the SDLC to ensure inclusivity and regulatory compliance.
- Mentored and upskilled junior designers, fostering collaboration and innovation through regular UX reviews and design critiques.
- Contributed to proposal design and solution documentation during project pre-sales phases.
- Optimized workflows to reduce onboarding friction by 25%.
- Recognized with Best Team (2024) and Best Individual Performance (2025) awards.

Senior UX/UI Designer
Jul 2020 - Sep 2021

Softdel Systems ● Pune, India

- Designed Iot-driven Building Management Systems for Daikin, improving real-time data visibility and reducing monitoring time by 15%.
- Co-led client workshops to define requirements, map user journeys and crate lo-to-high fidelity prototypes aligned with stakeholder goals.
- Collaborated on EdTech solutions, increasing learner engegement by 20% through gamified interation models.

Senior UX/UI Designer
Oct 2018 - Jun 2020

Klaus IT Silutions ● Pune, India

- Delivered HMI-compliant infotainment interfaces for leading automotive OEMs, achieving 95% compliance with usability and safety standards.
- Conducted usability testing sessions and incorporated feedback to improve taske efficiency by 25%.
- Introduced motion and visual design enhancements to boost user comprehension and reduce interaction time by 15%.

UX/UI Designer

Mar 2017 - Oct 2018

HumaneBITS ● Pune, India

- Created UX solutions for healthcare CRM and ERP systems supporting autistic patient care.
- Conducted usability studies that improved task efficiency and reduced user confusion for clinicians and administrators.

NOTABLE ACHIEVEMENTS

- Spearheaded end-to-end UX strategy for enterprise FinTech platforms, enabling global scalability and increasing customer satisfaction scores by 30%.

- Reduced onboarding friction by 25% and increased task success rates by 30% on enterprise FinTech platforms through optimized workflows.

- Built and scaled comprehensive design systems, improving consistency and accelerating engineering collaboration acress nultiple projects.

- Awarded Best Team (2024) and Best Individual Performance (2025) at Opus Technologies for outstanding contributions to UX innovation and delivry.

SKILSS & TOOLS

Human-Centered Design (HCD) & Inclusive Design │ UX Strategy & Systems Thinking
Complex Workflow & Platform Design │ Research, Synthesis & Usability Testing │ Accessibility (WCAG 2.x)
Wireframing, Prototyping & High-Fidelity UI (Figma) │ Design Systems & Pattern Libraries
AI-Aware UX & Data-Informed Design │ Cross-Functional Collaboration (PM, Eng, QA)
Design Storytelling & Executive Presentations │ Mentorship, Design Reviews & Process Evolution
Jira, Confluence, Agile/Scrum

Tools: Figma, Adobe Creative Suite, Miro, Framer, Sketch, Whimsical, UserTesting, Notion, Basic HTML/CSS understanding │ Design System Libraries │ Usability Testing Tools AI for Designers │ Prototyping │ Accessibility Audits

EDUCATION

Bachelor in Commerce

Yashwantrao Chavan Open University

Advanced Diploma in Animation & VFX

MAAC, India

CERTIFICATIONS

Certification in Product Management - DUKE Corporate Education, USA

Interaction Design Foundation - IxDF, Denmark

- UX Management: Strategy and Tactics
- Human-Computer Interaction (HCI)
- Mobile User Experience Design
- Conducting Usability Testing
- AI for Designer