Vikas Panwar

Product Design & Strategy | UBC MBA'13 | IITG B.Des'06

PORTFOLIO

uxvikas.com

RELEVANT WORK EXPERIENCE

User Experience Architect, CARFAX (S&P Global)

Jul 2023 - Present, Hybrid in Ontario

Driving the UX Design for over 10 multi-device internal applications, starting with discovery and stakeholder alignment. Focusing on the design of features that directly impact business revenue growth through product subscriptions and program enrollments.

- Led generative research that generated 40+ actionable insights to optimize the Telesales app. Collaborated with Product Owners, Tech Leads, and Business Stakeholders in strategy workshops to align on UX priorities, balancing desirability, viability, and feasibility.
- Designed intuitive solutions for top-priority features, including key interface components like status indicators, account alerts, CPQ, and CARFAX Co-Op programs. These enhancements resulted in an 82% user satisfaction rating and drove double-digit percentage increases in dealer sign-ups and retention, surpassing 2024 targets.

Principal Product Designer, Secureworks (Dell)

Jan 2022 - Feb 2023, Remote in Ontario

Led the design of Taegis VDR, a cybersecurity SaaS application leveraging ML/AI for automated vulnerability triaging. Designed critical tenant admin portal features, including user authentication setup.

- Redesigned features like PCI certification and batch actions while addressing critical usability issues, reducing customer churn from 50% to 30%.
- Designed a rules-based asset scanning feature to resolve involuntary server shutdowns, restoring customer trust and improving system reliability.
- Collaborated with a UX Researcher and Product Manager to conduct user research and testing, which informed the strategic direction for new features such as Scan Customization and Vulnerability Intelligence Feed.

INTRO

Adept in solving user & business problems through stakeholder partnerships, research, data analysis, user centered design and team leadership.

MORE DETAILS

LinkedIn Profile

CONTACT INFO

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Kitchener ON (Open to GTA)

DESIGN SKILLS

Interaction Design
UX Research
User Testing
User Interface Design
Design Systems
Web Accessibility

LEADERSHIP SKILLS

UX Strategy
Team Leadership
Mentoring

DOMAINS

SaaS, Cloud, Cybersecurity, Finance, Telecom, Enterprise Software, B2B, B2C, Health Insurance, Machine Learning, Artificial Intelligence, Data Science, Web Accessibility

TOOLS

Figma, Axure, Sketch, Miro, Mural, Zeplin, Balsamiq, Adobe

Lead UX Designer, OpenText

May 2021 - Jan 2022, Remote in Ontario

Coached and managed a team of 4 UX designers across Canada and India to develop a vision and strategy for cloud admin applications, tailored for developers and tenant administrators.

- Facilitated a cross-continental feature prioritization workshop, aligning stakeholders across three continents and resolving key project roadblocks.
- Designed MVP experience for a new SaaS app "Admin Console" that addressed developer and tenant admin use cases and saw early adopters.

Senior UX Designer (Team Lead), Canada Life

Oct 2018 - May 2021, London ON

Partnered with Product Owners and Tech Leads to deliver two high stakes strategic MVPs: My Canada Life at Work and GRS Access.

- Optimized the savings portal's contribution feature, driving over C$60MM in member contributions through the bill payment method.
- Mentored two designers, fostering growth in UX best practices, design processes, and achieving performance milestones.
- Led the team to win the 2020 WEBAWARDS for Outstanding Website, recognizing exceptional user experience.

Architect: UX & Visual Design (Software Engineer 2), Ciena

Jan 2015 - Oct 2018, Ottawa ON

Contributed to numerous networking applications built for NetworkOps and Enterprise IT Admin users.

- Developed key features like NE lifecycle maintenance and bandwidth reservation for award-winning apps MCP and MDSO in the Blue Planet division.
- Developed scalable interaction patterns, UI components, and design conventions, enhancing the Frost design system's consistency and efficiency.
- Submitted 4 invention disclosure forms for patentable ideas.

User Experience Prototyper, SilkScarf Design

Aug 2014 - Dec 2014, Vancouver BC

- Designed and developed the agency's website for lead generation and solved UX and UI issues for the various clients.

EDUCATION

Bachelor of Design, Indian Institute of Technology (IIT) Guwahati

Master of Business Administration (Finance), The University of British Columbia

INDUSTRY CERTIFICATIONS

Salesforce Certified Strategy Designer
Salesforce Certified User Experience Designer