

Farheen Gadne

User Experience Designer

A multi disciplinary designer with more than **9 years** of experience, currently leading design initiatives at HDFC Bank. My expertise lies in user-centered design, crafting digital experiences, and fostering collaboration to ensure smooth user journeys. Focused on delivering impactful solutions that align with business goals and user needs.

Experience

UX Specialist - Sr Manager

HDFC Bank, Mumbai | Aug 2023 - Present

Lead UX research & design for the Digital Distribution 'Smart Saathi' platform, focusing on agency banking to make banking accessible in semi urban and rural India.

- Partner with product teams, engineering leads, and business to create shared understanding of product vision, UX goals, roadmaps, feedback metric.
- Plan and execute research activities like user studies, field visit, cognitive walkthroughs, Benchmarking, Usability Test.
- Create scenarios, use cases, journey maps, sketches, wireframes, and prototypes.
- Manage a team and vendors to deliver best digital experience and help to improve the processes that contribute to design efficiency.

UX Designer - Lead

Tata Consultancy Services, Mumbai | Feb 2021 - Aug 2023

- Led Mobile CoE design activities to enhance mobility experience, ensure consistency, and govern internal TCS apps for over 600K employees in India.
- Mentored junior team with hands-on support, best practices, and constructive feedback.

UX Designer

GEP Solutions Pvt Ltd, Mumbai | May 2018 - Jan 2021

- Designed and delivered key features for supply chain products. Implemented accessibility as per WCAG2.1[AA]

UX Designer - Associate Consultant

Capgemini India, Mumbai | May 2018 - Jan 2021

- Provided UX services to various clients including heuristics, design audits, and usability tests.

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Skills

- Project Planning • User Research
- Design Strategy • Design Estimations
- UX Workshops • Contextual Inquiry
- Primary & Secondary Research & Analysis
- Personae and Scenario • User Journeys
- Information Architecture • Wireframes
- Usability Testing • Interaction Design
- Design Thinking

Tools

- Figma • Axure RP • Adobe XD • Jira

Accolades

Contextual Masters TCS

TCS | 2023

Awarded for transforming Enterprise Mobility Experience.

The Change Agents 'KUDOS'

GEP | 2018

Awarded for transforming Enterprise Mobility Experience.

Certification

UX Management: Strategy and Tactics

IDF, Mumbai | 2023

Certified Usability Analyst CUA™

Human Factors International | 2021

Education

BE Information Technology

University of Mumbai | Oct 2015