

Vivek D. Sagale

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About me

UX/UI Lead with 11 years of experience delivering enterprise and customer-facing digital solutions across BFSI, Telecom, E-commerce, and Entertainment domains. Proven expertise in driving end-to-end UX execution, leading cross-functional collaboration with business, product, and engineering teams, and delivering scalable, high-impact digital experiences.

Key achievements

- 11 years leading UX across BFSI, Telecom, E-commerce, and Entertainment — from 0-to-1 platforms to enterprise-scale system consolidation
- Measurable delivery impact: 50% fewer design-related bugs, 25-minute cut in customer process time, 80% cut in suitability check time, 50% faster delivery across product teams
- CII Design Excellence Award (2019) and Special Recognition from HSBC's Global Head of Retail Banking & Customer Experience

Experience

UX/UI Lead at Amdocs | June 2024 – July 2026

- Led end-to-end UX for enterprise platform (T-Platform) consolidating 36 disconnected services across 15 internal systems, shifting from a system-centric to unified user-centric model.
- Translated complex business and product requirements into scalable UX solutions for network administration and customer-facing platforms.
- Drove interaction design and wireframing decisions as UX lead embedded within Product and Engineering, reducing design-related rework.
- Owned developer handoff and design QA, improving implementation accuracy and cutting design-related bugs by 50%.

Sr. UX Designer at HSBC | Aug 2022 – June 2024

- Led service design transformation of the in-branch investment sales journey, reducing process time by 25 minutes and cutting suitability check time by 80%.
- Redesigned Equities and Structured Products value streams end-to-end, improving overall experiences.
- Delivered new feature sets across mobile and in-branch channels for Premier customers in Hong Kong and Singapore, improving operational efficiency for advisors and branches.

Usability Design Expert at Amdocs | Feb 2020 – Jul 2022

- Redesigned Self-care application end-to-end, improving customer task completion and reducing drop-off across key flows.
- Mapped and optimized CRM workflows for the Care platform, cutting agent handling time and reducing process steps.
- Built a reusable UX component and pattern library, accelerating delivery timelines by 50% across 2 product teams.

UX Lead at Fractal Ink Consultancy | Oct 2016 – Feb 2020

- Led UX across 8 cross-domain projects (BFSI, Telecom, Entertainment, E-commerce), taking each from strategy through delivery — 13 shipped products/features with on-time delivery across the full portfolio.
- Defined UX strategy, research plans, and end-to-end experience frameworks, improving stakeholder sign-off time.
- Aligned cross-functional stakeholders across design, product, and business at every stage of delivery.

UX Designer at Moonraft Innovation Labs | May 2015 – Sep 2016

- Delivered wireframes and design specs for banking and enterprise applications, partnering directly with development teams; ran competitor benchmarking to inform design direction.

Skills

UX Leadership: UX strategy, End-to-End UX Delivery, Stakeholder Management, Cross-functional Collaboration, Design Mentorship

Design Expertise: Design Thinking, Interaction Design, Information Architecture, Wireframing, Prototyping, Scalable Design Systems

Research & Discovery: Journey Mapping, Usability Testing & Validation, Competitor Benchmarking

Tools: Figma, Miro, Jira, Confluence

AI-Assisted Workflow: Claude, Copilot — used to accelerate UX research, concepting, documentation, and prototyping

Awards & Recognitions

- CII Design Excellence Award, 2019 — ICICI Insta Banking
- Lexus Design Award, 2019 — B.E.S.T Bus Tracking Application
- Special Recognition — Global Head of Retail Banking & Customer Experience, HSBC

Education

- Post Graduate Diploma in Product Design — MIT Institute of Design, 2015
- BE, Electronics & Telecommunication Engineering — Sardar Patel Institute of Technology, 2010