Ananth Vardhan
UX Product Designer, 6 Years Experience

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Sr. Designer at Optum building data driven, AI powered healthcare platform UX using service design framework

WORK EXPERIENCE

Optum
Sr. UX Designer *(Jun 2023 - Present)*

- Led the product UX of Value Enablement Suite and defined product structure, modules and business impact areas for MVP leading to 53 new clients' adoption

- Defined Information architecture and successfully translated product North Star vision of modularity into user experience with 90% SUS (Satisfaction Usability)

- Laid out scalable onboarding, administration and Front Door UX workflows for the platform which reduced new client onboarding and setup friction rate by 80%

Pega Systems
Sr. UX Designer *(Apr 2021 - Jun 2023)*

- Worked in DesignOps and led the adoption strategies of the new design system 'Cosmos Build' for Pega's next-gen AI driven authoring platform.

- Shipped 100% of components, patterns and custom plugins increasing the efficiency of 18 designers, millions of Pega Developers by 95% and reducing time-to-value significantly.

TekSystems
Sr. UX Designer *(Jun 2020 - Apr 2021)*

- Conducted user interviews with MDs for Optum Virtual Care project and gained insights that informed 95% of the design decisions

- Defined Information Architecture for Inpatient Case Management portal where the workflow is optimized by 90% and the efficiency of Case Managers, Nurses and MDs increased by 200%.

KEY SKILLS

- Interaction design • Visual design
- Wireframing & Prototyping • User flows
- Design & adoption strategy • User centered design
- Enterprise UX • Platform as a Service UX

LEARNING

- Logic - Graduated in Electrical Engineering and learnt some basics in Coding languages like C, C#, HTML and Javascript

- Art - Learnt art direction on the job while working in advertising from 2013 to 2016

- Design - IDEO Design Thinking course

ACHIEVEMENTS

- Led and Shipped Pega's Next Gen AI Authoring design system Cosmos Build Version 1 - **Case Study**

- Successfully defined product structure for Optum's Value Enablement Suite and defined satisfiable & usable Information architecture - **Case Study**

- Defined Value Enablement Suite access management workflows for client and system administrator that reduced TAT by 3 times - **Case Study**

- Written & Directed my first Telugu Feature film - **Trailer**