

Gagan Ahluwalia

Senior Product Designer

Strategist | Storyteller | Designer | Leader | Mentor



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Summary

Experienced Senior Product Designer specializing in user-centered solutions that drive engagement and results. Skilled in leading complex projects, leveraging data, and creating intuitive, accessible experiences. Proficient in journey mapping, wireframing, prototyping, and iterative testing. Passionate about mentorship, innovation, and storytelling, with a strong track record in problem-solving and collaboration. Patent holder for a pay statement redesign, showcasing design excellence.



Professional Experience

Senior Product Designer, Fiserv (May 2022 – Present)

- Led product design for an award-winning account processing platform, driving digital transformation for financial institutions through user research, personas, roadmaps, and prototypes.
- Spearheaded AI-powered UX strategy for a Fintech product, improving billing audits and capturing revenue leaks through UX design workflow process, storytelling and team collaboration.
- Streamlined credit union onboarding with journey mapping, wireframes, and prototypes, enhancing usability with UX researchers and SMEs in an agile environment.
- Contributed to the APEX design system, creating reusable patterns for accessibility and consistency across teams.
- Mentored junior designers, led workshops, and promoted feedback-driven, iterative design practices for continuous improvement.

Senior UX Designer, Logical Design Solutions (July 2021 – May 2022)

- Designed digital employee experiences for Fortune 500 companies, creating intuitive platforms for HR and workforce needs with responsive design solutions.
- Built interactive Figma prototypes for desktop, mobile, and tablet devices, enhancing stakeholder reviews and refining workflows.
- Established design systems with style guides, reusable patterns, and components for consistency across platforms.

UX Designer, ADP (May 2018 – July 2021)

- Redesigned the ADP Pay Statement (Patent holder), improving UX and ensuring compliance through user research and iterative design.
- Designed the LMS dashboard UI, delivering a modern learning experience to 3 million users through collaboration with vendors, product owners, and developers.
- Rebranded ADP Marketplace UX with responsive mobile designs and optimized email tracking for better communication.

- Mentored associates in the ADP program, offering UX guidance and career advice.

Senior Visual Designer, ADP (Oct 2013 – May 2018)

- Designed consoles and reward templates for a patented gamification widget, enhancing ADP training engagement.
- Created interactive game-based learning UIs with Articulate 360, boosting enterprise engagement while collaborating with instructional designers, developers in Agile to enhance the visuals
- Redesigned the AWS asset media gallery UI, simplifying workflows and aligning with brand guidelines.
- Recognized as a visual design expert, frequently consulted by peers for collaboration.

Graphic Designer, ADP (Nov 2005 – Sept 2013)

Versatile graphic designer with expertise in learning templates, marketing collateral, and digital product demos. Skilled in developing web-based and micro-learning templates, creating intuitive menus that enhance user experience and learning effectiveness.

Professional Development

UX Mentor, ADPList (Oct 2024 – Present)

Mentoring aspiring UX professionals by sharing insights and guiding skill development to achieve career goals.

Innovation

Patent Holder: ADP Pay Statement (Sept 2020)

Professional Skills & Tools

Professional Skills

Storytelling, Critical Thinking, Problem solving, Attention to detail, Business strategy, User Journey Mapping, User Persona Development, Wireframing, Low and High-Fidelity Design, UX Design Prototyping, UI Design, Typography, Storyboarding, Design System Components, User Testing, Usability Testing, Interaction Design, Visual Design, Information Architecture.

Professional Tools

Figma, Figjam, Sketch, Miro, Mindnode, xMind, User Testing, User Interview, Qualtrics, Adobe Creative Suite, Adobe Photoshop, Adobe Illustrator, Adobe Indesign, HTML, Jira, Pendo, MS PowerPoint, MS Excel, Pen & Paper, Camtasia, Adobe After Effect, Capcut, Adobe Captivate, iMovie, Adobe Audition, Adobe Soundbooth

Education

AI for Designers Certification Interaction Design Foundation (In progress)

UX Apprenticeship Certification Program ADP (Mar 2018)

BA Commercial Arts (Advertising) Panjab University, India (May 1996 – April 2001)

Advertising & Design program Willem De Kooning Academy, Netherlands (Aug 1999 – Feb 2000)