

# Gagan Ahluwalia

## Senior UX/UI Designer



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### Summary

Innovative and strategic Senior UX/Product Designer with over 6 years of experience delivering user-centric design solutions for desktop, mobile, and tablets. Strong focus on understanding users, their roadmap, and leveraging data insights to make informed decisions to design a seamless and intuitive experience. A continuous learner committed to strategy, research, and design while emphasizing the importance of accessibility. Proven track record of transforming broad, conceptual ideas into valuable, functional products that address user needs. Experienced in driving cross-functional collaboration, leading end-to-end design processes, and mentoring designers to push the boundaries of what's possible in UX design.



### Professional Experience

#### Senior UX/Product Designer, Fiserv - Account Processing Solutions (May 2022 – Present)

- **Leading the UX/UI design experience for the DNA Loan application**, an award-winning core account processing platform that enables financial institutions to accelerate digital transformation. My responsibilities include conducting in-depth analysis of the business needs, user requirements and user journeys, as well as creating a comprehensive UX roadmap, wireframes, and prototypes for products and features on desktop and tablet devices. This approach streamlines complex workflows, improving user satisfaction across both legacy and new product platforms.
- **Responsible for driving the AI-powered UX design strategy** for an innovative solution that enhances the billing audit process by significantly improving speed and accuracy, effectively capturing revenue leaks. Fueled by a strong curiosity and interest in AI-powered UX design, I collaborated with business, product, and development teams to create a blue sky UX/UI vision for this AI-driven system, utilizing user storytelling, ideation, and prototyping to develop a simplified and impactful solution.
- **Strategized and developed the end-to-end experience** for an account processing product that facilitates adding new members to credit unions. Collaborated with business analysts, product management, UX researchers, and developers in brainstorming sessions to gain a thorough understanding of product constraints and identify areas for improvement within the agile workflow process. Mapped the user journey, created wireframes, and developed low-fidelity and high-fidelity prototypes that simplified complex workflows, resulting in a more intuitive user experience.
- **Developed and contributed to the APEX design system**, delivering reusable patterns and components with a focus on accessibility, while ensuring design consistency and efficiency across product teams.

- **Mentored junior designers and facilitated a collaborative UX community** to foster an environment of knowledge sharing and continuous improvement.
- **Organized workshops and design critiques** that encouraged feedback and iterative design processes.

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

- Designed consumer grade digital employee experiences for fortune 500 companies supporting their business and workforce HR needs that integrate with various systems into one easy to navigate site.
- Understand client requirements & their ecosystem to provide design solutions by creating user journeys, wireframes, low and high-fidelity designs as a cohesive omni-channel experience
- Created figma interactive prototypes for desktop, mobile and tablet devices to walkthrough the workflow and intended interaction of the site and features during stakeholder review.
- Build design systems with style guides, reusable patterns and components for clients to have set of standards and consistency across different pages and channel

### **UX Designer, ADP Inc. - Core UX, Global Product & Technology (May 2018– July 2021)**

- Successfully worked with the triad environment, designing iterations, and delivering delightful, insightful and simplified user experience for a variety of internal and external ADP products.
- Collaborated with the ADP Marketplace UX design team to rebrand & create a responsive design for mobile
- Redesigned ADP Pay Statement (Patent holder) digital and print design. Followed close guidelines by ADP compliance, and defined user personas and their key pain points. Team consisted of UX designers, UX Researchers, Product owners and SMEs that helped define the user workflows, design iterations, get through qualitative testing resulting in a more robust experience
- Successfully designed and developed the Learning Management System (LMS) enablement dashboard UI and integrated the learning path setup for multiple business units providing a customized learning roadmap that is intuitive to users. Delivered a modern learning experience to 1.7 million users in phase 1 and ultimately to 3 million users. This project required close collaboration with external vendor, the product owners, developers, instructional designers to establish and create the ideal user workflow, wireframes and high-fidelity prototypes to seamlessly migrate courses for myLearning@ADP
- Implemented consistent branding and email metric tracking solutions across all ADP email communications, enhancing the email delivery system's effectiveness.
- As a member of ADP mentorship program, mentored associates by sharing knowledge & experience and provided guidance on their career goals. Connected mentee with coworkers from a similar background or areas of their interest

### **Senior Visual Designer, ADP Inc.- Enterprise Learning (Oct 2013 – May 2018)**

- Designed interactive and modern game-based learning UI platforms, innovative menu design templates and animated articulate 360 templates that delighted our end users.
- Designed gamification console and reward templates for instructional designers to build gamified training deliverables, adding game design elements improved user engagement. The gamification widget was approved and patented by ADP
- Redesigned our internal organizations AWS asset media gallery, providing a high-level user workflow and high-fidelity prototype. Simplified the UI by making it more intuitive while

incorporating our new ADP brand

- Considered a subject matter expert in various facets of the visual design processes, and frequently approached by peers to brainstorm ideas
- Worked in an Agile environment with instructional designers, developers and content strategist to improve the user experience, create modern learning design methodologies, and client focused training deliverables

### **Graphic Designer, ADP Inc. - MAS Learning & Performance** (Nov 2005 – Sept 2013)

Versatile leader adept at redesigning learning templates, crafting innovative marketing collateral, producing captivating product demos, and mentoring designers to deliver effective, authentic, and innovative solutions within cross-functional teams. the best-in-class templates for web-based and micro learning deliverables by creating a simplified and innovative menu.

### **Mentorship**

#### **ADPList UX Mentor** (Oct 2024 – Present)

Paying it forward by sharing knowledge, providing guidance and feedback in UX to mentees

### **Patent**

#### **ADP Pay Statement** (Sept 2020) Patent holder

### **Technical/Design Skills**

**UX/UI Design/Analytics/Research** Figma, Sketch, Miro, Mindnode, xMind, InVision, Adobe Creative Suite, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Dreamweaver, HTML, Qualtrics, Pendo, UserTesting, User Interview

**Design System** Zeroheight, Storybook, Figma

**Video and Animation** TechSmith Camtasia Studio, Adobe After Effect, Adobe Captivate, iMovie, GoAnimate, Capcut, Leonardo, Pikalab, Runwayml

**Articulate 360** Storyline

**Audio** Adobe Audition, Adobe Soundbooth, Audacity

**Microsoft** MS PowerPoint, MS Word, MS Outlook, MS Excel, MS Publisher

### **Education**

#### **AI for Designers Certification** (In Progress)

*Interaction Design Foundation*

#### **User Experience (UX) Apprenticeship Certification Program** (Mar 2018)

*Automatic Data Processing (ADP Inc.), Roseland, NJ*

#### **Dreamweaver and QuarkXPress Certification** (2005)

*Parsons School of Design, New York, NY*

#### **Bachelor of Fine Arts** Specialization: **Commercial Arts (Advertising)** (May 1996 – April 2001)

*Govt. College of Arts, Panjab University, Chandigarh, India*

#### **Advertising, Visual Arts & Designing** (Aug '99 - Feb'00)

*Willem De Kooning Academy, Rotterdam, the Netherlands*