

Achin Simhal

+91 99224 07131 • achinsimhal@gmail.com • LinkedIn@achin-simhal-79395321 • www.achinsimhal.com
Pune, Maharashtra, India

CAREER SUMMARY

Passionate customer experience advocate with **15 years of work experience** and hands-on exposure to defining and **driving UX strategies** that align with company objectives and customer needs, while also providing feedback on wireframes, prototypes, and design work to ensure consistency, quality, and usability.

- Extensive experience in expanding teams, recruitment, and mentoring, having successfully applied these skills at companies like Xpanxion and Synerzip.
 - Proven ability to work cross-functionally with product managers, developers, marketers, and other stakeholders to ensure that UX design aligns with product goals and overall strategy.
 - Expertise in improving UX processes for scalability and efficiency, as well as defining and tracking key performance indicators (KPIs) to measure and enhance user experience.
-

KEY COMPETENCIES

Strategy: UX Strategy Formulation & Execution, User Research, Project Leadership, Agile Methodology, Stakeholder Engagements, Cross-Functional Collaboration, Team Leadership & Mentoring.

Research & Analysis: Task Analysis, Usability Analysis, Comparative Analysis, Competitive Analysis, Heuristic Analysis, Focused Group, Personas, Card Sorting.

Design: Wireframing, Design Systems, Interaction Design, Prototyping, Taskflows, Wireframes, High Fidelity Designs, Prototypes, Accessibility.

Validate: Feedback Surveys, Gorilla Testing, Usability Testing, A-B Testing, Interviews

Tools: Figma, Sketch, Adobe Photoshop, Adobe Illustrator, Adobe XD, Axure RP, Basic HTML / CSS

PROFESSIONAL EXPERIENCE

Telstra India

Jul 2021 - Present

Senior UX Designer

Current Deliverables:

- Entrusted with all functions entailed in leading a dedicated UX design team to enhance user experiences within the specific assigned vertical.
- Overseeing comprehensive user research efforts to inform design decisions.
- Crafting intuitive, user-friendly interfaces that align with our enterprise solution on the Salesforce platform.
- Conducting validation exercises to ensure design effectiveness and usability.
- Driving the creation of workflows and interfaces that significantly boost the productivity and efficiency of the sales team.

Key Accomplishments:

- Developed an efficient, highly configurable, and flexible feedback mechanism within the app to evaluate the success of a newly launched feature. This implementation allowed for the precise measurement of design effectiveness, and identification of pain points, and facilitated iterative improvements to enhance user-friendliness.
- Streamlined the lead and opportunity handling process by introducing automation and assistance mechanisms, reducing cognitive load and cutting process time by 17 minutes, allowing users to focus more on interactions and information browsing.

UX Design Lead

- Led a UX design team in delivering user experience solutions for clients, ensuring high-quality outcomes and effective collaboration with the successful establishment of a dedicated UX/UI team that grew from one to four members.
- Partnered with Telstra to enhance the user experience of their enterprise sales application on the Salesforce platform, driving improvements in usability and user satisfaction. Introduced a process involving technical representatives in design decision-making before testing, ensuring proposed designs were technically feasible, which streamlined delivery, eliminated pushbacks, and expedited approval and validation cycles.
- Pioneered the adoption of a user-centric, design-driven approach in the sales vertical by conducting workshops and proposing strategic process changes.

Qualys Security Techservices

Jul 2017 - Apr 2019

UX Designer

- Spearheaded the creation of a comprehensive design system, standardizing design across the company's products, resulting in a cohesive brand experience and increased customer trust.
- Played a key role as part of the core team and expanded the team to 10 members from 3.

Encora Inc. (Previously known as Synerzip)

Jan 2016 - Jun 2017

Senior UX Designer

- Managed the entire UX process, from initial research to delivering high-fidelity designs, ensuring a seamless user experience.
- Excelled in user research, requirements gathering, interaction design, and rapid prototyping to create intuitive and effective design solutions.
- Led design teams in project management roles, successfully aligning design outcomes with business objectives. Also expanded the team to 8 with executive support in 1.5 years.

UST Global (Previously known as Xpanxion)

Apr 2014 - Jan 2016

Module Lead (UX)

- Assigned by Xpanxion (now UST Global) to work on-site at Vodafone, managing initial projects and helping to establish the company's UX team.
- Collaborated closely with the Human Factors International (HFI) team to train Vodafone's UX team on HFI methodologies
- Marked a pivotal career transition into mainstream IT by engaging in end-to-end web development.
- Focused on front-end design and development for The Weather Channel in an individual contributor role.
- Contributed to Vodafone's Center of Excellence, enhancing project outcomes and UX practices.
- Played a key role in expanding the UX team from 4 to 14 members before departing the organization.

Early Career

eClerx Services Limited

Dec 2009 - Apr 2014

Senior Analyst**EDUCATION****Bachelor of Engineering**

Majors: Information Technology
SVITS, Indore (RGPV University) | 2008

AWARDS**Silver Medallist**

Designathon (UNICOM) | May 2015

CERTIFICATIONS**Certified Usability Analyst Certification**

Certificate Code: #2019-7358
Human Factor International | Mar 2019

Interaction Design

IIT Guwahati (NPTEL) | Oct 2018

Microsoft Certified Programmer - HTML 5 / CSS

Certificate Code: MCID 11213143
Microsoft | Sep 2014