

HEMANT KANADE

Product Designer | +91 8412876567 | hemantkanade@gmail.com | [hemantkanade.in](https://www.linkedin.com/in/hemantkanade) | [LinkedIn](#)

PROFILE SUMMARY

Product designer specializing in B2B SaaS, with an engineering background and prior experience across Manufacturing, Banking, Telecom, and Healthcare. Design solutions that balance business goals with real user needs, backed by strategic thinking, research insights and technical feasibility. Experienced in modernizing legacy architectures, alongside strong system design and full-lifecycle product delivery.

CORE COMPETENCIES

Strategic Influence — Design-to-business strategy alignment, executive & cross-org stakeholder communication

UX Strategy — Product discovery, roadmap, competitive & market analysis, systemic UX problem-solving, requirement scoping

Leadership — Solving collaboration gaps, mentoring designers, defining team rituals, critique processes & documentation

Research & Insights — Stakeholder interviews, usability testing, contextual inquiry, shadowing, surveys

Design — Complex, high-ambiguity workflows; low-fi exploration with AI tools/sketching; high-fidelity system-based design

Systems & Scalability — Design system ownership, reusable frameworks/components across product lines

Tools — Figma, Axure, FigJam, Miro, Zoom Whiteboard, Confluence, JIRA

Product Expertise — B2B SaaS, Multi-tenant platforms, ITSM, Admin configurations/consoles, Pricing to Billing to Checkout workflows

PROFESSIONAL EXPERIENCE

Staff Product Designer | ServiceNow, Hyderabad

Nov 2024 – Present

Implementation Agent – Core IT (IT Service Management)

- Led research, ideation, and concept design for a new AI-native ITSM setup experience, replacing a disjointed legacy flow — projected to cut admin setup time from 6–8 months to under 30 days, with a long-term target of under 1 week
- Built 4 AI agents for stage 2 of the project in close collaboration with developers and PMs, extending the stage 1 concept into a working solution
- Partnered cross-functionally to identify reusable database and AI agent components, scoping net-new work and enabling reuse across other verticals
- Created a pattern library from existing style guides, now used consistently across design teams (ITSM, CBS, CSM & Platform/Impact)

Staff User Experience Designer | AppDirect, Pune

Mar 2022 – Oct 2024

Usage Reader Configuration

- Delivered new UI for vendors to configure and standardize end-user usage data received from software providers to initiate subscription migration
- Gave vendors flexibility to standardize invoice formats, eliminating AppDirect's manual effort of editing files across providers for each migration
- **Impact:** Removed AppDirect team dependency for vendor usage-data transformation, reducing cost on both sides

Catalog Add-on Product Updates

- Identified a gap in add-on pricing where marketplace managers needed multiple pricing editions under the same parent product — a case the architecture and UI didn't support or communicate clearly
- Designed a solution allowing managers to add multiple pricing options for a single add-on under its assigned parent product
- **Impact:** Reduced product catalog size considerably, cutting time spent locating the right version to update and removing version ambiguity

Senior Manager, UX | HDFC Bank Limited, Mumbai

Aug 2019 – Feb 2022

Agriculture Loan

- Led a month-long research effort with relationship managers (RMs) across India to map the offline process, uncover gaps, and shape the digital roadmap
- Designed, tested, and finalized the solution with a team of 3 designers, aligned to research findings
- Launched mobile-first for RMs visiting farmers in the field, followed by a desktop version

Consumer Durable Loan

- Led design for digitizing key existing-to-bank customer and new-to-bank customer loan journeys
- Conducted usability tests and staff/customer interviews across 6 HDFC branches and 2 stores to identify loan application pain points
- Designed DAP (Digital Application Platform) workflows enabling customers to check loan eligibility unassisted, then redeem the offer in-store with staff assistance — spanning both customer- and staff-facing legs of the same platform
- **Impact:** Increased leads and in-store conversion rates via new DAP web apps over a 6-month period

Medical Record Review (MRR)

- Owned end-to-end design for a new product enabling payer organizations (insurers) to track, record, and analyze clinical patient data from provider organizations (hospitals), building on existing frameworks as a baseline
- Digitized the manual, lengthy process of retrieving missing patient documents, aligning with NCQA (National Committee for Quality Assurance) compliance requirements
- **Impact:** Improved payer compliance with government regulations and expanded patient outreach under enrolled health plans

Data Quality Management (H-Scale)

- Led design for H-Scale, a platform enabling admins to define data standardization rules (e.g., consistent date formats) for incoming data feeding into RMM (Rules Management Module), CitiusTech's core rule-based patient cohort filtering product
- Designed the admin configuration flow for setting these rules, improving the accuracy of RMM filters (e.g., campaigns targeting patients by age, condition, location) via consistent, well-formatted data upstream

Human Factors Specialist | Human Factors International, Mumbai

Jul 2014 – Nov 2016

Customer Onboarding Portal Redesign, Standard Bank (South Africa)

- Redesigned the account origination flow for new customers as part of the bank's platform migration, eliminating redundant tasks (e.g., duplicate document uploads, auto-populating fields from existing records)
- Conducted stakeholder interviews with bank staff & customers to identify friction points, informing targets for reduced processing time and increased conversion rates

Voot Usability Testing, Viacom18

- Planned and led research into content consumption patterns among two user segments — college-going and recently graduated youth, and married, stay-at-home women
- Conducted usability testing with 25–30 participants across 3 Indian metro cities on the live mobile app, identifying critical issues and pushing fixes to production in real time
- **Impact:** Findings informed content strategy tailored to youth and homemaker audience segments

Design Engineer | Visteon Engineering Center, Pune

Dec 2011 – Jul 2012

- Designed and updated automotive HVAC components (3D CAD) to improve thermal performance, coordinating with manufacturing teams across 3 locations to validate production feasibility

Design Engineer | Mahindra Engineering Services, Pune

Mar 2011 – Dec 2011

- Redesigned a steering column bracket for cross-platform reuse (USA truck → Mexico bus model), preserving chassis/engine specs while complying with regional regulatory standards

EDUCATION

Master of Design, Industrial Design — IIITDM Jabalpur, India (2014)

Bachelor of Engineering, Production Engineering — AISSMS College of Engineering, Pune, India (2009)

Certified Usability Analyst (CUA) — Human Factors International, Mumbai, India (2014)