

Hemant Kanade

User Experience Designer

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With a background in both Engineering and Design, I bring a creative approach towards problem solving by being curious, empathetic, pragmatic and persistent in a challenging environment of key stakeholder needs. Having worked in domains ranging from Banking, Telecom, Entertainment, E-commerce to Healthcare has made me realize how design is crucial to not only achieve business & user goals but to have positive impact on everyone involved.

UX Skills

- Primary/Secondary Research
- Stakeholder Questionnaire
- Stakeholder Interview
- Usability Protocol
- Usability Testing
- Persona
- Scenario
- Task flow
- Journey Mapping
- Information Architecture
- Card Sorting
- Prototyping

Overall Responsibilities

- Understanding product requirements and defining scope of work for design and research.
- Primary and secondary research around current best practices in the market.
- Facilitate discussions with key stakeholders to refine/redefine requirements.
- Create low and high-fidelity wireframes.
- Design walkthroughs for feedback.
- Conduct Usability Testing to validate designs and check if course correction is needed.
- Log and analyze research data to arrive at actionable findings.
- Quality check sessions with developers.

Professional Experience

AppDirect (March 2022 – Present)

Staff User Experience Designer

Additional responsibilities

- Active participation in product roadmap discussions with product managers, product owners and engineering leads for new features/functionalities to clearly define business and user goals.
- Contribute internally to design systems and documentation templates.

| Usage Reader Configuration

A completely new UI for vendors (AppDirect customers) to configure subscription usage data received from developers (software companies). It provides them with flexibility of standardizing the invoice format and in process eliminate the manual effort (at AppDirect's end) of editing multiple files across providers at the end of each subscription cycle.

Impact (Projected)

The current dependency for vendors on AppDirect team to transform usage data will be eliminated.

Customize Add-on Product Pricing

Provision for a marketplace manager to configure multiple pricing options for an add-on in context of associated parent products without the need to create multiple editions in product catalogue.

Impact

Users will be able to maintain just one add-on product version with multiple price plans. This would save a lot of time currently spent on identifying the exact version in case of updates needed for a specific price plan.

HDFC Bank Limited (Aug 2019 – Feb 2022)

Senior Manager UX

Additional responsibilities

- Lead a team of 3 to 4 designers.
- Delegate tasks to team members and facilitate discussions with product teams.
- Review designs, provide feedback and follow-ups.

Consumer Durable Loan (CDL)

CDL as part of Digital Application Platform (DAP) allows customers to check their loan eligibility in an unassisted mode and later avail that loan offer at the store in an assisted mode. First leg of this journey has customer as its end user while the second leg has Bank staff accessing same platform to complete the application process.

Impact

Increase in lead generation through NetBanking for both new and existing bank customers as well as lead conversions at the store.

Smart Hub SME Application

It is a Do-It-Yourself platform through which small business owners can open an account instantly and start accepting cashless payments from their customers.

Impact

Wide level usage of Smart Hub as a primary payment collection mobile application for businesses.

Private Banking Group (PBG) Onboarding

PBG is an initiative to digitize the existing offline process for premium customers opting for banking & investment registration/investment only registration/existing client profiler update.

Impact

Given the pandemic situation, this saves the Relationship Manager's effort of collecting and scanning application documents and uploading those in the system, and in process reducing the overall turnaround time for customers as well as the Bank.

CitiusTech Healthcare Technology Pvt. Ltd. (Dec 2016 – Aug 2019)

Assistant Manager UX

Additional responsibilities

- Conduct design workshops and presentations for business analysts and developers to promote design culture but more importantly to encourage design thinking approach within product teams.
- Initiate and maintain the design system activity for CT products to address UI inconsistency issues.

Medical Record Review (MRR)

MRR is a tool to improve the quality of care and health plan performance in clinical quality programs (specified by the NCQA) which helps payer organizations in tracking, recording and analyzing clinical patient data.

Impact

The application helps insurance firms in improved compliance to government regulation and in process reach out to more patients enrolled under the health plan.

Data Quality Management (H-Scale)

The H-Scale Platform allows organizations to maintain the quality of incoming data from multiple source systems by defining its formats for further use.

Impact

Helps organizations build confidence in their data and accelerate data strategies that enable them to generate insights and drive business performance.

Human Factors International, Mumbai (Jul 14 - Nov 16)

Human Factors Specialist

Customer Onboarding Portal Redesign, Standard Bank

The bank was migrating towards new systems of account origination and management using source database to optimize overall processes by eliminating certain repetitive and redundant tasks in the workflow.

Impact

With optimization of tasks, new strategy helped the bank achieve cost reduction by reducing processing time and increase customer conversions.

Voot Usability Testing, Viacom18

The project involved research around consumption of online content by certain user demographics and to derive a usage pattern around the same. It also involved usability testing of existing mobile application to identify key issues affecting users' performance in completing major tasks.

Impact

With its beta version, insights from the research allowed for both short term and long-term strategies for application to understand target audience and curate streaming content.

My Vodafone, Vodafone

The project was about improving onboarding experience for new customers and introducing them to wide range of services on offer through this mobile application.

Impact

The 8-page registration process was reduced to 3 pages, reducing overall drop off rate for My Vodafone app.

Visteon Engineering Center, Pune, India (Dec 11 – Jul 12)

Design Engineer

Responsibilities

- Updates to existing computer aided designs of automotive components using CATIA.
- Check manufacturing feasibilities and rework basis inputs from production department.
- Create plan views (technical drawings) of the modified component, along with GD&T, to release for manufacturing.

Plastic Component Redesign (HVAC)

Redesign of existing HVAC composite component to accommodate changes to its surrounding components.

Impact

Reduced costs since an existing die mold could be utilized to produce 2 separate components with reusable extensions.

Mahindra Engineering Services; now part of Tech Mahindra (Mar 11 – Dec 11)

Design Engineer

Responsibilities

- Redesign truck cabin components within boundary conditions like fixed assembly points, ease of assembly, manufacturing feasibility and structural strength of the entire assembly.
- Collaborate with cross functional teams across continents to understand the problem and align ourselves to the solution.
- Create plan views (technical drawings) of the modified component to release for manufacturing.

Steering Mounting Bracket Redesign (Sheet Metal)

Steering assembly from an existing model of a truck (USA) was to be integrated into a new model (Mexico) keeping same chassis and engine specs complying to the regulatory needs.

Impact

The new metal bracket design helped reuse the adjacent bracket assembly with no additional costs, reducing the overall production time and achieving the target launch date.

Education

Master of Design 2014

Industrial Design
IIITDM Jabalpur, India

Bachelor of Engineering 2009

Production Engineering
AISSMS's COE, Pune, India

Certified Usability Analyst 2014

Human Factors International Certification,
Mumbai, India

Interests and Hobbies

- Being a sports enthusiast, I am into endurance sports like cycling, running, football and badminton.
- Watching world cinema and documentaries.
- Sketching/doodling.