

# INDRAJEET BAKHALE

INTERACTION DESIGNER

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## EMPLOYMENT HISTORY

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### UX/UI Team Lead & Manager

STELLAR ELEMENTS (An Amdocs Company)  
(Feb 2022 - Present)

### Usability Design Expert and later Architect

XDC - Experience Design Center by Amdocs  
(Jul 2018 - Jan 2022)

Past 2 years, working more of an experience director, guiding the strategic deliverables of the project while also working hand on mostly in telco e-commerce and post commerce domain.

- I co-led onsite discovery sessions with an upcoming Bulgarian telco to align stakeholder expectations and uncover user needs for a new digital self-service experience. The challenge was balancing insights with existing product features while suggesting enhancements and limitations.
- Post discovery, I worked hands-on with select features and mentored the team on their respective areas. Additionally, I solely conducted usability testing, generating insights to refine designs for the next product iteration.
- Lead design review sessions with leading Irish telcom company for their latest self service application. The challenge here was to gain customer trust by lucid explanations of the user journeys on the app platform to meet their KPIs.
- 3. Drawing from the above experience, currently working on enhancing an existing internal core product design to embed practical insights gained from actual customer facing projects

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### UX Analyst

Fiserv Global Services  
(Sep 2016 - Jul 2018)

Fiserv, Inc., is an American financial product company.

#### Highlights

- Interaction designer for an online payments and transaction-processing system for educators, parents and students (BURSARI)
- Designed on-boarding interface for a bio metric identification system for bank customers which includes the elderly and disabled. (VERIFAST)

## EMPLOYMENT HISTORY (CONTD.)

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### UX Lead (Research and Design)

Sulekh New Media Pvt. Ltd.  
(Jan 2016 to Sep 2016)

Sulekha.com is an aggregation & lead generation platform for local services

#### Highlights

- Part of research and design team for online service provider on-boarding project.
- Conducted UT's on existing customer facing mobile web interface to understand critical issues in a users journey.

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### Design Intern

Onio Designs  
(Aug 2015 - Dec 2015)

#### Highlights

- Worked on development of ecosystem for making finger prosthesis mass manufacturable.

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### Design Executive

Design Incubator R & D labs Pvt. Ltd.  
(Feb 2012 - Jul 2013)

#### Highlights

- Apprenticed for all projects and training activities for Design Incubator.

## EDUCATION

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### Post Graduate Diploma in Product Design

MIT Institute of Design  
(Aug 2013 to Jan 2016)  
Equivalent to Masters

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### B.E (Mechanical)

Pune University  
(Aug 2005 to Jul 2009)