

Sarin.VK

UX Lead | Design Systems & Strategy

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Professional Summary

Strategic UX Lead with over 17 years of experience architecting mission-critical digital systems for global enterprises like HCA Healthcare and Qatar Airways. Expert in transforming complex, high-risk operational requirements into intuitive, error-resistant user experiences. Proven track record of reducing technical debt through scalable Design Systems and digitizing clinical emergency responses. Specialized in bridging the gap between business objectives and user reality in high-stakes environments where clarity is a safety requirement.

Portfolio available at sarin.pro.

Core Competencies

Strategy: UX Architecture, Design Ops, Complex Workflow Simplification, Heuristic Evaluation.

Design: Interaction Design, Data Visualization, Accessibility (WCAG 2.1), Rapid Prototyping, Atomic Design Systems

Tools: Figma (Advanced), Adobe CC (Ps, Ai, Xd), Sketch, HTML5/CSS3, JavaScript basics.

Domain Expertise: Healthcare (Clinical Operations), Aviation (Ground Operations), Logistics & Supply Chain.

Professional Experience

Jan 2022 – Feb 2024

UX Lead | Zinemind Technologies (Client: HCA Healthcare), Kochi, India

- **Enterprise Design System (Neutron):** Architected “Neutron,” a unified design system adopted by 15+ product teams, establishing a single source of truth that streamlined collaboration between design and engineering.
- **Mission-Critical Application (Revive):** Led end-to-end UX for the “Code Blue” iPad application, digitizing manual cardiac arrest documentation to significantly reduce errors and improve patient safety during resuscitation events.
- **Strategic Compliance:** Partnered with clinical and technical teams to ensure designs met strict regulatory standards while optimizing workflows for patient safety.
- **Leadership & Mentorship:** Mentored cross-functional teams on WCAG accessibility standards and data-driven design principles.

2020-2021

Independent UX Strategist & Consultant, Remote / Kochi, India

- **Strategic Consulting:** Delivered specialized UX strategy and service blueprinting for clients, focusing on digital transformation and workflow optimization.
- **Rapid Prototyping:** Translated complex business requirements into high-fidelity prototypes to validate decision-making workflows before development.

May 2019 – Nov 2019

Senior UX Consultant | Collabera/ Wipro (Client: Qatar Airways) , Kochi, India

- **Operations Dashboard (TOPS):** Redesigned the global flight operations dashboard, transforming complex logistics data into an intuitive interface for ground teams managing thousands of daily flights.
- **Workflow Optimization:** Conducted contextual inquiries to identify bottlenecks, delivering a streamlined UI that reduced decision-making time during schedule disruptions.
- **Legacy Modernization:** Conducted in-depth stakeholder interviews to identify usability bottlenecks in existing legacy systems.

Professional Experience

2017 – 2018 **Independent UX Consultant, Remote / Kochi, India**

- **UX Strategy:** Provided design strategy and execution for diverse client projects, translating business requirements into user-friendly digital interfaces.
- **Visual Design:** Created high-fidelity mockups and design assets, ensuring brand consistency and adherence to modern web standards.

May 2007 – May 2016 **Senior UX/UI Designer | Ecolog International FZE, Dubai, U.A.E**

- **Logistics Platforms:** Led the digital transformation of logistics and supply chain platforms for global defense and government contracts.
- **Design Standardization:** Established the company's first digital design guidelines, ensuring consistency across remote field operation tools.
- **Cross-Functional Collaboration:** Worked directly with IT and operations to align product design with real-world operational workflows.

Early Career Overview

1999 – 2006

Design Lead | Ditro Advanced Technologies (2005 – 2006):

Led strategic design concepts and mentored junior design teams.

Design Lead | Calpine Technologies (2003 – 2004):

Managed end-to-end design projects from print to web for international clients.

Senior Web Designer | A2Z InfoTech (2001 – 2003):

Delivered user-centric web solutions and branding.

Multimedia Faculty | Hitech Homes (1999 – 2001):

Designed and delivered IT training programs for Naval Base officers.

Education

Google UX Design Professional Certificate -

Google | ID: CJQW7G8FH9G4

Mobile UX Design Certificate -

Interaction Design Foundation | ID: 143758

Bachelor of Business Administration -

University of Madras

Advanced Diploma in Digital Multimedia -

Amrita Institute of Computer Technology