

Sarin VK

UX Lead | Design Systems & Strategy

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Professional Summary

Strategic UX leader with 18+ years of experience shaping enterprise digital products across healthcare, aviation, logistics, and service platforms. Brings deep expertise in design systems, workflow modernization, UX strategy, and high-stakes operational product design. Known for translating complex business and operational requirements into intuitive, scalable, and error-resistant user experiences that improve adoption, consistency, and decision quality.

Led UX initiatives for HCA Healthcare and Qatar Airways, with a track record of reducing design fragmentation, improving workflow reliability, and aligning cross-functional teams around scalable product standards. Combines systems thinking, hands-on product design, and team leadership to drive outcomes in regulated and operationally complex environments.

Key Highlights

- 18+ years leading enterprise UX across healthcare, aviation, and logistics
- Architected "Neutron" — 140+ components, adopted by 15+ product teams at HCA Healthcare
- Led UX for Revive — HCA Healthcare's Code Blue iPad app; 100% timestamp accuracy and improved ACLS protocol adherence
- Redesigned Qatar Airways TOPS Suite — unified fleet and crew management platform for the Integrated Operations Center
- Google AI Professional Certificate (2026) — integrating AI-assisted workflows into UX practice

Core Competencies

UX Strategy & Research: UX Architecture, DesignOps Leadership, Service Blueprinting, Complex Workflow Simplification, IxD, Usability Testing

Design Systems & UI: Atomic Design, UI Governance, Design Tokens, Rapid Prototyping, WCAG 2.1 Compliance

AI, Technical UX & Performance: AI-Assisted Workflows, Prompt Engineering for UX, Generative UI, Technical SEO & Performance, Responsive Architecture

Design Tools & Front-End: Figma (Advanced), Adobe Photoshop, Illustrator, XD, HTML5/CSS3, JavaScript

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

Professional Experience

Independent UX Consultant | Kochi, India | Mar 2024 – Present

- Conducted UX audits and information architecture reviews for healthcare providers, improving digital accessibility, Core Web Vitals, and patient acquisition through targeted UX and performance optimizations.
- Led UX strategy and end-to-end redesigns for medical practitioners, designing intuitive service landing pages and navigation structures aligned with stakeholder goals and accessibility standards.
- Executed front-end performance optimization within WordPress ecosystems, improving Core Web Vitals and site speed to support UX and conversion goals.

UX Lead | Zinemind Technologies (Client: HCA Healthcare) | Kochi, India | Jan 2022 – Feb 2024

- Architected "Neutron," a scalable atomic design system adopted by 15+ HCA Healthcare product teams.
- Eliminated 40+ button variants and 12 table styles, establishing a single source of truth that reduced technical debt and accelerated design-to-engineering collaboration.
- Led end-to-end UX for Revive, HCA Healthcare's Code Blue iPad app — replacing paper charting with real-time digital documentation, achieving 100% timestamp accuracy and improving ACLS protocol adherence during resuscitation events.
- Partnered with clinical and technical teams to ensure designs met strict regulatory standards while optimizing high-stakes clinical workflows for patient safety.
- Led and mentored a team of 3 designers, delivering structured UX training that elevated team capability and accelerated design quality across all product streams.

UX Strategy Consultant | Remote / Kochi, India | Jan 2020 – Dec 2021

- Delivered specialized UX strategy and service blueprinting for B2B and B2C clients, driving digital transformation, workflow optimization, and technical performance enhancements.
- Translated complex business requirements into high-fidelity interactive prototypes to validate decision-making workflows and conversion pathways before engineering handoff.
- Advised SMEs on establishing initial design frameworks to scale their digital product development.

Senior Consultant UX | Collabera / Wipro (Client: Qatar Airways) | Kochi, India | May 2019 – Nov 2019

- Redesigned the TOPS Suite (Total Operations System) for Qatar Airways — a unified fleet and crew management platform serving as a single source of truth for the Integrated Operations Center (IOC), reducing miscommunication errors and enabling proactive disruption recovery.
- Conducted contextual inquiries to surface operational blind spots between crew and fleet management silos, delivering a unified interface that enabled real-time collaborative decision-making during schedule disruptions.
- Partnered with airline operations stakeholders to define the modernization roadmap, aligning UX improvements with operational efficiency and disruption management.

UX Design Consultant | Kochi, India | Jun 2016 – Apr 2019

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

Multimedia Designer | Ecolog International FZE | Dubai, U.A.E. | May 2007 – May 2016

- Developed specialized vector mapping solutions for global logistics operations across remote field environments, executed without Geographic Information Systems (GIS).
- Established the company's first digital design guidelines, ensuring consistency across distributed field operation tools.
- Worked directly with IT and operations to align product design with real-world operational workflows.

Design Lead | Ditro Advanced Technologies | Cochin, India | Mar 2005 – Mar 2006

- Devised and executed strategic design concepts across identity, print, and interactive platforms.

Design Lead | Calpine Technologies | Cochin, India | Apr 2003 – Aug 2004

- Led a wide spectrum of design projects — print to web — with precision and creativity for international clients.

Senior Web Designer | A2Z InfoTech | Cochin, India | Nov 2001 – Jan 2003

- Led end-to-end design projects across print, branding, and web platforms, delivering visually compelling and user-centric solutions.

Multimedia Faculty | Hitech Homes | Cochin, India | Jun 1999 – Jan 2001

- Designed and delivered customized IT training programs for Indian Naval Base officers.

Education

Bachelor of Business Administration (BBA) | University of Madras

Advanced Diploma in Digital Multimedia | Amrita Institute of Computer Technology

Certifications

Google AI Professional Certificate | Google | Jun 2026 | ID: XB0Q2AVWEB7X

Google UX Design Professional Certificate | Google | Apr 2022 | ID: CJQW7G8FH9G4

Mobile User Experience (UX) Design | IxDF - The Interaction Design Foundation | Feb 2023 | ID: 143758

Adobe UX Foundation Learning Journey | Adobe | Mar 2022 | ID: FSP/2022/3/7065160