Sarin VK

UX DESIGN LEAD | ENTERPRISE UX & DESIGN SYSTEMS

Kochi, Kerala, India · vksarin@gmail.com · +91 8921 338689 · Portfolio: sarin.pro · linkedin.com/in/sarink

PROFESSIONAL SUMMARY

Enterprise UX Design Lead with 19+ years architecting scalable design systems and mission-critical product ecosystems across healthcare, aviation, and logistics. Directed high-impact initiatives for global organizations including HCA Healthcare and Qatar Airways, aligning engineering, product management, and clinical/operational leadership around measurable user outcomes. Combines systems thinking, product discovery, and DesignOps governance to eliminate UX fragmentation and accelerate digital delivery.

SELECTED IMPACT

- Drove enterprise design transformation across 15+ HCA Healthcare product teams by engineering the Neutron design system and migrating 140+ components from Sketch to Figma.
- Translated HCA Healthcare's 2022 Coding for Caregivers award-winning concept into the production Revive Code Blue iPad app, replacing manual paper charting with real-time digital documentation and EHR integration under active ACLS resuscitation protocols.
- Streamlined fleet and crew disruption handling for the Qatar Airways Integrated Operations Centre (IOC) supporting thousands of daily flights by redesigning the TOPS Crew operational platform.
- Built and scaled design maturity across multidisciplinary enterprise organizations by instituting DesignOps practices, WCAG benchmarks, and formal designer mentorship.

PROFESSIONAL EXPERIENCE

UX Design Consultant · **Independent UX Practice** · *Kochi, India* Mar 2024 – Present

- Improved patient acquisition and engagement journeys for private healthcare providers through end-to-end UX audits, information architecture restructuring, and accessibility improvements.
- Improved web performance and search visibility by auditing Core Web Vitals, re-architecting responsive layouts, and optimizing WebP asset delivery on client platforms.

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

- Architected and scaled Neutron, HCA Healthcare's enterprise design system, migrating 140+ components from Sketch to Figma and establishing a reusable design foundation adopted across 15+ product teams.
- Translated HCA Healthcare's 2022 Coding for Caregivers award-winning concept into the production Revive Code Blue iPad app, replacing manual paper charting with real-time digital documentation and EHR integration under active ACLS protocols.
- Designed safety-critical clinical UX features including one-click resuscitation logging, real-time event timelines, medication tracking, and digital signatures for frontline resuscitation teams.
- Aligned clinical, executive, product, and engineering stakeholders around a shared UX vision, translating complex resuscitation protocols into intuitive, compliant digital workflows.
- Coached and mentored 3 UX designers across design-system practices, WCAG 2.1 accessibility, and enterprise delivery standards.

UX Design Consultant · **Independent UX Practice** · *Kochi, India* Jan 2020 – Dec 2021

- Strengthened clinical usability and patient trust by overhauling digital navigation architectures and enforcing strict WCAG accessibility standards for regional healthcare organizations.
- Reduced engineering rework and delivery cycle times by translating intricate business requirements into high-fidelity interactive prototypes backed by modular UI components.

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

- Unified flight operations and crew scheduling coordination for the Integrated Operations Centre (IOC) handling thousands of daily flights by redesigning the Total Operations System (TOPS) interface.
- Identified operational bottlenecks during critical flight disruptions through contextual inquiry across dispatchers and crew coordinators, informing a centralized real-time situational dashboard.
- Secured roadmap alignment with airline operational leadership by establishing modern UX standards and data-dense interaction patterns for high-stress control room environments.

PROFESSIONAL EXPERIENCE - CONTINUED

UX Design Consultant · **Independent UX Practice** · *Kochi, India* Jun 2016 – Apr 2019

- Delivered end-to-end interface architectures and multi-device interaction models for diverse B2B and consumer web platforms, ensuring brand consistency, modern web standards, and scalable visual systems.

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

- Streamlined technical document retrieval in global field offices by leading UI/UX development for the Ecolog Library touchscreen kiosk application.
- Enhanced situational awareness across global supply corridors by designing bespoke operational vector mapping interfaces without requiring third-party GIS software overhead.
- Institutionalized the organization's first unified digital interface standards, delivering brand coherence and reusable design assets across distributed logistics platforms.
- Drove software adoption across global logistics teams by embedding directly with IT engineers and operational field staff to model intuitive workflow interactions.

EARLIER CAREER PROGRESSION

Design Lead · **Ditro Advanced Technologies** · *Kochi, India* Mar 2005 – Mar 2006

- Directed digital branding, information architecture, and UI design engagements for international clients, introducing user-centered design methodologies to the studio.

Design Lead · **Calpine Technologies** · *Kochi, India* Apr 2003 – Aug 2004

- Executed interactive and visual interface design across complex web applications for offshore enterprise client accounts.

Senior Web Designer · **A2Z InfoTech** · *Kochi, India* Nov 2001 – Jan 2003

- Delivered multi-platform web and print collateral, balancing client delivery schedules and cross-functional technical implementation.

Multimedia Faculty · **Hitech Homes** · *Kochi, India* Jun 1999 – Jan 2001

- Developed and instructed operational multimedia and IT instructional programs for Indian Naval Base officers.

CORE COMPETENCIES

- **UX Strategy & Architecture**: UX Strategy · Product Thinking · Information Architecture (IA) · User Research & Contextual Inquiry · Journey Mapping · User Flow Modeling · Rapid Wireframing · Interactive Prototyping · Usability Testing & Validation
- **Design Systems & Governance**: Multi-Brand Design Systems · Component Architecture & Design Tokens · DesignOps · WCAG 2.1 (AA/AAA) Accessibility · Design Documentation · Cross-Functional Leadership · Agile/Scrum Delivery
- **Enterprise Platform UX**: Mission-Critical & Safety-Critical Workflows · Healthcare & Clinical EHR Systems · Aviation & Fleet Operations · High-Density Data Dashboards · B2B SaaS Platforms · Data Visualization · Complex System Integration
- **Technical & Emerging UX**: Generative UI · AI-Assisted UX Workflows · Prompt Architecture · Core Web Vitals Optimization · Technical SEO · Responsive Web Architecture
- **Tools & Technologies**: Figma · FigJam · Sketch · Adobe Creative Cloud · Miro · Jira · HTML5/CSS3 · Enterprise EHR / Control Room Platforms

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

EDUCATION

- **Bachelor of Business Administration (BBA)** · University of Madras
- **Advanced Diploma in Digital Multimedia** · Amrita Institute of Computer Technology