

## SHRI JAMBHEKAR

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Dynamic, innovative, and result-driven digital design leader with over 25+ years of experience in product design across FinTech, Healthcare, SaS, B2C & B2B, and Consumer electronics industries. Empathic leader with proven track record in building and managing high-performance global UX teams. Expert in UX/UI design, UX research & testing, and driving concept through launch of successful user-centered experience solutions in Agile frameworks. Proficient in design tools and experienced in responsive web and mobile application design – driving impactful customer experiences and business outcomes. A holistic and systems thinker, educator, and mentor. Key skills include:

- UX leadership • Product Co-ownership • Service Design • Product Design • UCD/ Design Thinking
- UX/UI Design • UX Research & Testing • Analytics • Design Ops • Design Systems • Accessibility
- Agile Development • Product Planning • Cross-functional Partnerships

### QUALIFICATIONS | HIGHLIGHTS

**UX and Product Design Leadership:** 18+ years in championing, building, leading, and managing design teams. 15+ years hands-on UX design & research and product management. Established highly collaborative design team culture, practices, partnerships, and processes across product teams. Fueled by curiosity to understand user behaviors behind the data; conducted user research and workshops evangelizing user-centered design/ insights and data driven approach. Experience in regulatory and compliance-based industries.

**Product Innovation, Development, and Launch:** Led digital UX transformation - aligning Design Thinking with research and data insights, product management & agile delivery processes for execution of solutions in partnership with technology, senior leadership, and agencies. Granted 32 US patents in mobile, content services, and automotive areas. Won international design awards for CE products.

**Execution and Results:** Launched multiple digital solutions and products for FinTech, eCommerce, and content services that resulted in increased revenue, digital engagement, retention, NPS/ CSAT scores, and lower CS calls. Improved efficiency and communication with stakeholders through standardizing design practices and processes. Launched over 20 CE products and doubled market growth. Co-created user friendly & innovative content experiences for Smart TV - retaining Samsung's # 1 position in IPTV market.

### PROFESSIONAL EXPERIENCE

**Adjunct Professor**, Art Center College of Design, Human Factors and Design Psychology, Pasadena, CA (2014-Present)

**Adjunct Faculty**, School of Info and Computer Sciences, HCI, UX/UI & Project Mgt. courses, UC, Irvine, CA (Present)

**Vice President and Manager of UX Design Practice – Digital Experience Design** 2022- 2023  
City National Bank, Los Angeles, CA

- Managed designers + contractors in delivering multiple digital feature experiences for online and mobile channels in collaboration with user research, content, product, business, and dev teams on personal and treasury/business digital banking. Hired and onboarded contractors and full-time employees in expanding UX design capabilities.

**Director of User Experience Design - Digital Banking Experience** (Corporate level Director)  
Union Bank, Glendale, CA 2019- 2021

- Spearheaded and built Union Bank's first digital UX capability - providing oversight of building design system and ADA guidelines. Partnered with consumer insights research, journey owners, compliance, senior leadership, external agencies, and enterprise marketing in Agile framework. Team delivered multiple new and improved digital journeys across channels for consumer & SMB accounts, payment, services, Zelle and mobile check deposit journeys – increasing customer engagement and satisfaction.

**Director, User Experience Design & Research - Ad Platform**  
YP.com, Glendale, CA 2014- 2017  
Director, User Experience Design & Research - Ad Platform

- Led digital transformation of Sales & Advertiser UX (responsive web and mobile Apps) to meet key needs for Sales executives and SMBs. Achieved 3X reduction in sales call time. Conducted user research and testing with Sales & Customer support, and SMBs – resulting in significant improvement in UX outcomes.

## SHRI JAMBHEKAR

### **Senior Designer (Contract position)**

StubHub | eBay, San Francisco, CA

2013- 2014

- Designed complex end-to-end UX flows and wireframes for new seller listing features for StubHub's US ticketing eCommerce business in an agile/ lean UX development environment resulting in improved UX and business results. Led innovation sessions for generating new ideas for end-to-end fan experiences.

### **Director, UX Research and Design – Healthcare and Medical Devices (Consulting)**

2012-2019

ARETEWORKS, Westlake Village, CA

- Conducted user testing and designed product solutions for client projects with focus on UX/UI for Healthcare, Medical Apps, Diagnostic Devices, Companion software for Laser Spectrometers.

### **Senior Director, Product Management – User Experience**

ROVI CORPORATION, Burbank, CA

2012- 2012

- Led a global team of 15 designers and in a very short time delivered over 13 successful user experiences for multi-device/ multi-platform features and solutions for cloud-based entertainment services (B2C white label digital retail solutions for Target, Disney, and Best Buy), TV Guide, and professional media software.

### **Lead Researcher & Interaction Design Lead**

SAMSUNG Information Systems America, Visual Display Innovation Lab, San Jose, CA

2009-2012

- Founding member of IPTV Innovation Lab – I led a research team that transformed next-gen SmartTV UX and services to a content oriented user-friendly and innovative solutions - implemented globally and helped retain #1 position in the US market - Samsung's largest market globally.
- Oversaw baseline UX research for US market and developed next-gen services concepts for IPTV. Created vision & strategic roadmaps and established internal & external partnerships.

## **EDUCATION**

MBA, Illinois Institute of Technology, Chicago, IL

MS, Product Design, Institute of Design, Illinois Institute of Technology, Chicago, IL

Innovation and Entrepreneurship Professional Certificate, Stanford University

Mastering Generative AI for Product Innovation Certificate Course Stanford University

## **ADDITIONAL WORK EXPERINCE**

**Co-founder/ advisor for UX Design** - Cape Cod Ventures. Stealth startup engaged in healthcare and tech services.

### **Head of Product and UX Design, Final Foundation (Consulting)**

Provided UX research and design consulting services for several start-ups, Health, and Life-sciences, and GPS/ IoT apps.

### **Director, Product Marketing -Head of User Experience & Product Design**

MAGELLAN NAVIGATION Inc., San Dimas, CA

- Created international award-winning consumer electronics products and signature navigation experiences. Launched 20+ retail CE products for in-vehicle and outdoor navigation. Resulted in a 2x market growth, a 5X reduction in returns, 4X reduction in design cycle time, and retaining leadership position in the market.

### **Manager Strategic Programs and Distinguished Member of Technical Staff, Human Interface Labs**

MOTOROLA Inc. and MOTOROLA LABS, Schaumburg, IL

- Envisioned & developed numerous innovative mobile product solutions using advanced HCI technologies and S/W solutions for Telemedicine, and Healthcare. Worked directly for C suite leadership, technology partners and business leaders on strategic programs. Resulted in **30 Granted US Patents**.

*Work samples, UX design and research proficiencies (tools and methods), and additional information on awards/ testimonials on my Portfolio site [www.Shri-Jambhekar.com](http://www.Shri-Jambhekar.com)*

*LinkedIn profile @ [linkedin.com/in/shri-jambhekar](https://www.linkedin.com/in/shri-jambhekar)*