

JAYA SHRIVASTAVA Senior UX Designer

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Senior UX Designer with extensive experience designing enterprise-scale digital products across clients such as **Financial Ombudsman Services, Deutsche Back, British Telecom, CitiBank**. Proficient in Product Design, Service Design, AI-enabled experiences, End-to-End Journey Design, and Operational Workflows.

SKILLS

Figma | Adobe XD | Axure RP | GDS Design Patterns | Sketch | AI-enabled UX & Agentic Models | Miro | Azure DevOps | Jira | Google Analytics | WCAG 2.2 Accessibility | Product Design | Design Systems | Service Design & Journey Mapping | Interaction Design & UI | Usability Testing | User Research & Discovery | Design Leadership & Mentoring | Strategic Thinking & Design Vision

PROFESSIONAL EXPERIENCE

Experion Technologies, Senior UX Designer - AI Strategy & Governance 01/2025 – Present

- Led the UX vision for AI-powered enterprise products, making workflows about 35% faster and easier for users.
- Worked with product leaders to set the company's AI direction, making sure products were clear for customers and efficient for the business.
- Introduced structured design critique practices and coached designers to use an AI-first mindset, helping the team continuously improve and work better together.

Tata Consultancy Services

Lead UX Architect & Digital Product Strategist 03/2013 – 01/2025

Financial Ombudsman Service • May 2022 - Jan 2025

- Led the end-to-end UX transformation of two enterprise platforms, redesigning customer-facing journeys and internal case-handling workflows into one coherent, GDS and WCAG 2.2 compliant ecosystem, cutting case processing time to **45 seconds**.
- Managed a hybrid onshore and offshore UX team, setting the design vision, KPIs and governance model, and mentoring designers through regular and structured reviews to embed strategy into their day-to-day work.
- Ran continuous user research, including interviews and usability testing to surface root cause problems, reduce support complexity, and generate evidence that directly shaped roadmap priorities and product strategy.
- Presented design strategy and concepts to senior leaders and board-level stakeholders, building alignment across product, technology and operations and maintaining design's influence at the heart of the programme.

Lead UX Architect

British Telecom • Feb 2020 - Jul 2021

- Led UX and service design across B2B and B2C digital platforms within a large-scale telecommunications enterprise, redesigning customer journeys across core digital touch-points to reduce interaction friction and deliver measurable improvements in task success rates.
- Facilitated **10+ cross-functional workshops** with product, technology and commercial teams, accelerating strategic decision-making and aligning teams around a shared service design vision grounded in real customer needs.
- Conducted inclusion-focused user research, including ethnicity studies, to ensure accessibility and equity were embedded into design outcomes, contributing to more empowering experiences for a diverse customer base.

Lead CX Architect & Digital Innovation Lead

Worley • Aug 2021 - May 2022

- Led CX discovery and service design for a cloud-based B2B enterprise platform, running design thinking workshops that surfaced systemic complexity and informed roadmap investment decisions.
- Defined personas, journey maps and service design frameworks that created stronger foundations for cross-functional teams, improving alignment between design, product and engineering and enabling faster delivery.

Senior UX Designer

Deutsche Bank • 2018 - 2020

- Designed secure, high-value mobile banking flows across retail, wealth and corporate banking, contributing to award-winning product outcomes, including a **Red Dot International Design Award** and top App Store ratings.
- Worked within a highly regulated, fast-paced financial services environment to deliver polished interaction design that balanced compliance constraints with an exceptional user experience.

EDUCATION & CERTIFICATIONS

BEng Computer Science & Engineering

2008 – 2012

Professional Scrum Master I (PSM I)

2018

Scrum.org