

Sandeep Supal

Product Evangelist and UX Leader

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About

Experienced product leader with a demonstrated history of over 12+ years in the tech industry across the globe, specializing in digital design and product strategy for the emerging markets and large enterprises.

Spearheaded product teams and managed digital solutions for B2C and B2B client environments. Capable to set up and execute end-to-end projects with an agile and creative growth mindset.

Work Experience

Senior Design Manager, Microsoft 2020 - present
Hyderabad, India

- Designed **VL Central** - a single pane user experience for Enterprise commerce at Microsoft. Setup a design team with a strategic goal to deliver the product features and platform services for the VL sales transformation program.
- Managing the **Enterprise search** design team tasked on noteworthy features like Web-enriched work search, Entity-based coherence for Microsoft Search, Shared SERP 2.0, and Edge work mode, targeted to 2x Bing Commercial DAU.

Strategy Design Lead, Boston Consulting Group 2016 - 2020
Asia Pacific Region

- Instituted a **digital transformation program** initiated towards the Digital Hub for a Japanese Automotive giant in India. Conducted workshops, sourced 84 Digital Projects, managed vendor onboarding and resourced technologies like AI and RPA for manufacturing, consulting an investment of \$15M for India Hub.
- Enabled Australian challenger bank, focusing to redefine broker-originated Home loans **Customer Journeys**. Consulted savings of \$1.6M for the loan business, with 18 preferred reality epics that substantially increase satisfaction & advocacy for loan applications, at a scale of 40% FTE efficiency gain & 15% non-FTE cost savings.
- Led **digital re-imagination program** and concepts for the Saudi Consular services, MoFA. Consolidated refinement of 40+ discrete services into 15 Visas.
- Earmarked new digital features and services in a volatile disruptive environment characterized by a high degree of uncertainty, for a **strategic case** at India's largest film exhibition company building the Cinema of the Future.
- Led the **digital re-imagination at large-scale** private sector General Insurance company; built a central team that embraced design thinking ideology for internal projects while conceptualizing solutions with business stakeholders
- Executed extensive **ethnographic research** for a private Life Insurance company, drawing insights for new product development and digital service initiatives.
- Consulted on **key digital programs** (customer journey, agility at scale and build-operate-transfer) for projects with BFSI in India.
- As product architect for ADP - launched ADP's **next-gen HCM solution** with a foundation focused on teams and dynamic ways to manage their global workforce through single user experience.
- Automated *Time Policies based on client eligibility rules* with the capability to extend complex logic in policy assignment. Bagged 7 **client-wins** based on concept demos with requirements to accommodate multi-time system requirements and scale to auto-map/validate policies for 50K employees.

Education

Stanford GSB | 2014
Certificate in Entrepreneurship and Innovation

IIT Guwahati | 2010
Bachelors in Design

Accolades

- Awarded GlobalLogic engineering excellence for demonstrating digital design expertise and consumer product vision.
- Winner - Most Innovative Startup in device business at IIT Madras.
- Ranked 1st at Institute level for final semester at IITG (9.86/10). Topped IIT exam 0.3% among 1M students.

Websites

- [Behance Portfolio](#)
- [LinkedIn Profile](#)
- [Flow of Work ADP](#)
- [Webpace](#)
- [UX Work Sample](#)
- [AngelList \(Ex-startup\)](#)

Design Consultant, GlobalLogic

2014 - 2016

Mumbai, India (Teleco: Reliance Jio and Vodafone-Idea)

- Set up the **Digital services team** for Telecom' B2C business with a core focus on lean approach towards product prioritization, roadmap planning and growth.
- Led product design and app delivery for IDEA Money that fetched 5x **MAU growth** in 4 months and grew 3x in digital transactions in a yearly pilot launch.
- Drafted RFP for the Design and Development of digital assets. Slashed **vendor management** costs 30% by negotiating pricing and fees while ensuring the continuation and enhancements of services.
- Orchestrated product planning and solution **design for omnichannel platforms** in finance and consumer banking (JioMoney) as well for enterprise products in network connectivity, retail merchant services, and public healthcare
- Led digital delivery for OTA apps and **built a centralized practice** for Design. Collaborated with business stakeholders, developers, marketers, and designers, to ensure viable outcomes, feasible and pixel-perfect desirable solutions.
- Designed a **common services framework** a core module utilized by all the Jio apps linked to IDAM, to manage consumer issues and to track logs of user interactions.

Design Lead, Zarca Group (K12 Insight, US)

2012 - 2014

Mumbai, India

- Reported to CTO, managing a 6 member design team that was responsible for **product experience and front-end delivery** of 3 major software releases.
- Initiated a new product- tweet surveillance for K12 districts, that monitors heated conversations amongst students. **Succeeded a pilot** to acquire 30 first paying customers with the help of client marketing teams at Herndon, US.
- Designed workflows and managed platform that delivered **enterprise and consumer products** and digital marketing channels across mobile platforms.

Designer, Geodesic

2011 - 2012

Bengaluru, India

- Consulted digital projects in media/entertainment with **5D delivery framework**.
- Researched a new security solution to serialize the original products and avoid counterfeits. Recommended integration into manufacturing workflow as a USP.
- Conceptualized a **cross-platform** web app for a device synchronization across the desktop, phones, and tablets.

User Researcher, Intuit

2010 - 2011

Bengaluru, India

- Developed end-user **personas**, IVRS design and print **communications** for Fasal a user non-paid Business Model that creates a P2P marketplace for farmers and Mandi agents in India using SMS to manage and negotiate crop pricing.
- Designed mobile app GoConnect to send targeted texts/ad-media to customers that helps to **grow business**.