

# GAUTAM VORA

Product Design Leader | UX Strategy | Design Systems & Design Thinking

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## PROFESSIONAL SUMMARY

Product design leader who leads through craft — setting design vision while still designing the cornerstone work myself. 23 years shaping digital products across E-Commerce, Fintech, Healthcare, and SaaS, including \$118M first-year revenue at Tekion and 0-to-1 launches in startup environments. Built and mentored design teams of up to six and established design systems that scale across organizations; now driving the design vision and product roadmap for an AI-native enterprise tool. Equally at home setting strategy with senior leadership and shipping detailed, trustworthy AI experiences.

## CORE COMPETENCIES

UX Strategy • Product Design • Design Leadership • Design Systems • Design Thinking  
User Research • Usability Testing • Information Architecture • Interaction Design • Visual Design  
Wireframing • Prototyping • Journey Mapping • Workshop Facilitation • Stakeholder Management  
Cross-Functional Collaboration • Agile / Scrum • Design Ops • Mentoring & Coaching • OKRs  
Tools: Figma, Sketch, Adobe XD, Adobe Creative Suite, Miro, InVision, Jira, Confluence • AI Tools:  
Claude, ChatGPT, Gemini, Galileo AI, Magician (Figma), FullStory

## PROFESSIONAL EXPERIENCE

### Design Lead & Product Owner — CIOptimize

Remote / India | Feb 2025 – Present

- Own the full product loop — backlog, UX, and delivery — for an AI-native enterprise tool; sole designer and product owner, working directly with engineering and leadership.
- Author PRDs, user stories, and acceptance criteria that keep documentation tight and decision-ready — using Claude to accelerate drafting and refinement.
- Synthesize user research, build personas, and pressure-test journey assumptions through structured, judgment-led use of AI — not open-ended generation.
- Explore and compare layout directions rapidly early in a sprint, applying design judgment to curate the strongest direction before engineering handoff — faster exploration without losing authorship.
- Lead design system work that scales across the product — defining component variants, enforcing consistency, and preserving the system's logic, with Figma AI accelerating documentation.
- Design AI feature UX end to end — confidence disclosure, error and fallback states, human override controls — with acceptance criteria written before a single screen is handed to engineering.
- Advocate for explainability, bias review, and human override as product requirements — built into specs from day one, not added after launch.
- Track feature outcomes and feed behavioral signals directly into backlog prioritization — closing the loop between what shipped and what gets built next.

### Advisor — ProjectX.Cloud

India | Jan 2024 – Feb 2025

- Advised on product vision, design organization structure, and go-to-market positioning for a cloud-platform startup.
- Led design reviews and stakeholder workshops to align engineering, product, and business priorities.

### Design Leader — Tekion Corp

*Bengaluru, India / Sep 2022 – Jul 2023*

- Led design from zero-to-one for a Digital Retail product on the automotive cloud platform; scaled to 700+ dealerships in year one, generating \$118M in revenue.
- Drove \$60K in annual savings per dealership and a 12% increase in sales through workflow redesign and conversion optimization.
- Managed and mentored a team of 6 designers across discovery, IA, interaction design, and visual design; established design system governance and reusable component patterns.
- Partnered with PMs, engineering, and business stakeholders to define product vision, journey maps, and success metrics.

### **Director of Product Design — GoodWorker**

*Bengaluru, India / May 2022 – Sep 2022*

- Launched a B2B hiring program that reached 30% liquidity within 3 months by redesigning the candidate-employer matching experience.
- Set the design vision for an inclusive jobs platform aimed at expanding access for underserved workforces.

### **Product Design Leadership — Accenture**

*Bengaluru, India / Nov 2020 – May 2022*

- Led a cross-disciplinary team of designers across multiple design-led transformation engagements spanning products, services, platforms, and systems.
- Built "Groove," an internal design system that unified component libraries and reduced inconsistency across client engagements.
- Trained, developed, and supported design teams across business units; ran enablement workshops on design thinking and systems thinking.

### **Head of Product Design — Evive (goevive.com)**

*Bengaluru, India / Dec 2018 – Apr 2020*

- Re-platformed an employee benefits experience for enterprise customers, lifting engagement from 5% to 65% and saving employer clients millions in healthcare costs.
- Led a product and design team accountable for research, design strategy, and end-to-end delivery.
- Built a benefits-personalization design system grounded in big-data and predictive-analytics insights.

### **Senior UX Consultant — Boston Consulting Group (BCG)**

*Bengaluru, India / Sep 2018 – Dec 2018*

- Delivered UX consulting on enterprise transformation engagements, including research synthesis, journey design, and executive workshops.

### **Product Design — Head of Enterprise UX — Ola (ANI Technologies)**

*Bengaluru, India / Jan 2016 – Apr 2018*

- Led Enterprise UX for B2B mobility products, defining design strategy, frameworks, and patterns across web and mobile.
- Partnered with product, engineering, and operations leaders to ship features for corporate clients at national scale.

### **Principal UX Designer — Support.com**

*Bangalore, India / Jun 2011 – Dec 2015*

- Owned interaction and visual design for Win32, web, and mobile applications across consumer, private-label, and internal product lines.
- Collaborated with distributed engineering teams to deliver mobile framework UI for Support.com's technology-support platform.

### **Senior Usability Specialist** — SunGard (now FIS)

*India / Apr 2010 – Jun 2011*

- Delivered UI and visual design for SunGard Higher Education web and mobile applications, focusing on usability and engagement.

### **Senior Designer** — AOL

*India / 2007 – Feb 2010*

- Designed web experiences for AOL International (Japan, Singapore, Hong Kong, Taiwan) and AOL India entertainment microsites.

### **Earlier Experience** — Cognizant • Radiance Software Technology • Netspace Technologies

*India / Nov 1999 – Feb 2007*

- Web/UI Designer roles delivering interface and visual design for enterprise web applications and corporate websites; progressed from Senior Web Designer to UI Designer.

## **EDUCATION**

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### **PGDM in Computers, Design & Web Engineering** — Arena Multimedia

*India / 1999 – 2001*

### **Bachelor of Commerce (B.Com)** — Bhowanipore College

*India / 1997 – 1999*

## **CERTIFICATIONS, AWARDS & LANGUAGES**

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**Certifications:** Design Thinking: Implementing the Process • Goal Setting (OKRs) • Strategic Thinking • Digital Transformation • Strategic Planning: Case Studies

**Awards:** Platinum Award • Star Designer Award • Star Performer of the Quarter • Star Team Award

**Languages:** English, Hindi, Bengali (Professional) • Gujarati (Native)