

POOJA VERMA

STRATEGIC UX DESIGNER & RESEARCHER

Phone: 9424834130 | Email: pooja.03040@gmail.com | LinkedIn: [Pooja Verma](#) | Website

Enterprise & B2B Experience Design | Research-Led Design Strategist | Web & Digital Product Design

Deep-domain Expertise: Technology, Healthcare, Social Impact

IIT Alumni with 6+ years of experience in shaping enterprise and B2B digital experiences through user-centered design for global tech and consulting firms. Expert in conducting user research, mapping journeys, and designing wireframes and prototypes that align business goals with user needs. Proven ability to conduct qualitative and quantitative research, craft personas and journey maps, and optimize designs through usability testing, A/B experiments, and analytics. Trusted to influence stakeholders, elevate experience and passionate about applying design thinking and emerging UX trends to create scalable, human-focused solutions.

AWARD-WINNING PROFESSIONAL:

- **2021: Samsung Innovation Awards** - Secured 3rd place for an innovative VR project on “Metaverse: Realizing the Virtual World
- **2019: Innovation Awards** - Recognized as “Innovator” at WERP-India for driving impactful project outcomes

KEY SKILLS

User Experience (UX) Design, Design Thinking, Human-centered Design, User Research (Interviews, Surveys, Usability Testing), Qualitative & Quantitative Research, Branding & Identity, A/B Testing, Wireframing & Prototyping, UX Strategy, User Flow & User Journey Mapping, Graphic Design, Design Principles, Personas, Agile Collaboration, Client & Stakeholder Engagements, Accessibility Standards (WCAG), User Empathy, Behavior Analysis, Typography, Team Leadership

TECHNICAL SKILLS

Figma, Adobe XD, Adobe Illustrator, Procreate, Hotjar, AI Tools for Design

WORK EXPERIENCE

Business Experience Designer | HCL Technologies Limited | Sep 2022 - Present

Strategic UX Leadership & Business Impact

- Boosted client engagement by delivering strategic **POVs, POCs, and RFPs** for diverse tech industry projects.
- Elevated **UX across platforms** by leading the **design team of FTEs** to create intuitive, user-friendly interfaces.
- Aligned **design solutions** with business goals by collaborating with **cross-functional stakeholders** to define user requirements.
- Translated **research insights** into intuitive **user flows, wireframes, prototypes, and final designs**.

User Research, Experience Design & Emerging AI Innovation

- Enhanced usability by conducting **user research and testing** to guide data-driven design solutions.
- Optimized experiences by mapping **user journeys and personas**, identifying pain points and growth opportunities.
- Advanced **enterprise AI adoption** by designing **Gen AI & Agentic AI workflows, prototypes, and interaction models**.

Project Manager (Graphic Design) | WERP-India | Mar 2019 – Jul 2020

Integrated Design Leadership & User Experience Strategy

- Amplified **campaign impact** by leading a **team of designers on marketing initiatives** for women's empowerment.
- Ensured brand alignment by directing the design and delivery of high-quality **graphic content for campaigns**.

- Boosted engagement in **digital and print media** by creating visuals that supported social impact initiatives.
- Improved **user journeys** by conducting **A/B and multivariate testing** to refine customer experiences.
- Enhanced design effectiveness by collaborating on **user studies, discussion guides, and usability feedback loops**
- Build **user personas, journey maps, empathy maps, and experience blueprints**

Software Developer | Sapiens Technologies Private Limited | Aug 2018 – Dec 2018

- Partnered with **product and engineering** to align user needs, business goals, and delivery across the insurance application.
- Improved **user experience** by supporting performant, well-integrated features driven by client and user requirements.

Software Engineer | Philips Innovation Campus | Jun 2016 – Apr 2018

- Contributed to a **Field Service Application** for hospital engineers supporting installation and maintenance of DXR systems.
- Optimized **user interfaces** to improve usability and ensure designs met the real-world needs of field engineers.

PROFESSIONAL CERTIFICATIONS

- UX Foundations: Usability Testing** — LinkedIn Learning, 2026
- Designing with the WCAG 2.2 Guidelines** — LinkedIn Learning, 2026
- User Experience: The Beginner's Guide** — Interaction Design Foundation (IxDF), 2023
- Adobe Illustrator CC: Essentials Training Course** — Udemy, 2020
- Graphic Design Specialization** — Coursera, 2019
- Introduction to Typography** — Coursera, 2019
- Fundamentals of Graphic Design** — Coursera, 2019
- Ideas from the History of Graphic Design**—Coursera, 2019

EDUCATION

- M.Des in Visual Design**, Indian Institute of Technology (IIT), Hyderabad, 2022 | **CGPA**: 8.86/10
- B.Tech. in Computer Science & Engineering**, National Institute of Technology (NIT), Bhopal, 2016 | **CGPA**: 7.64/10