

Hemant Kadegaonkar

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PRODUCT DESIGN, USER EXPERIENCE LEAD

Skilled contributor with 15+ years of experience in crafting impactful digital products from ideation to execution, with meaningful features that prioritize user needs and drive business outcome. Masters in Design (Visual Communication and Human Computer Interaction), and Bachelors in Applied Art. Uses design thinking methods to collaborate with cross-functional teams to lead and shape end-to-end user experience strategy that drives product goals and organizational success. Have been part of high performing teams in wide range of industries including Healthcare, Insurance, Banking, Telecom and Healthcare Marketplace. Specializes in omni-channel authenticated self-serve member experience that delivers personalized service, reduces operation cost, and helps build trust.

Key Skills

Product Discovery | Design Strategy | User Research | Data Analytics | Facilitation | Prototyping
Cross Functional Team Collaboration | Risk Management | Feedback Analysis | Accessibility | Design Systems

Methods

Human Centered Design | User Research and Surveys | Journey Mapping | Service Design
Participatory Design | Agile Methodologies

Tools

Figma | Mural | MIRO | Sketch | Invision | Adobe CS | Adobe Analytics | UserTesting (User Zoom)

Domains

Health Care | Insurance | FinTech | Banking | Telecom | Healthcare Marketplace

PROFESSIONAL EXPERIENCE

(CIGNA HEALTHCARE) EVERNORTH, Bloomfield, CT

July 2019 - Present

User Experience Design Lead

Staff designer with digital and analytics team, collaborate with user researchers and digital analytics to understand user behavior, pain-points and usage trends. Translate insights into cohesive product roadmap and actionable design solutions that solve user problems and align with enterprise business strategy. Plan and facilitate design workshops. Build experiences overseeing the design process, ensuring usability, use of design system, and accessibility across all user interfaces.

Solution highlights for cigna.com and myCigna (web+mobile):

- Up to 25% call reduction with solution for pandemic information and resources
- 44% conversion rate for Medicare enrollment/integrated shopping tool
- 60% usage of preferred providers and home delivery pharmacy resulting in 16% cost saving.
- Competitive advantage by enabling care prices for 500+ services, compliance with federal mandate
- Increased user engagement with innovative rewards program by completing 5+ digital tasks every month
- 10-12% savings in operational expense (customer support channels)

UX Lead

Collaborated with Business Leaders and Product Managers across the enterprise to identify, prioritize and execute business priorities.

- Key role in establishing product discovery, research practice across enterprise.
- Instrumental in piloting enterprise wide design critique sessions aiming to remove silos, reuse patterns and reduce rework.
- Contributed to design systems to identify, define and implement standards across digital assets.
- Mentored junior designers in live projects, helping them confidently contribute thereby reducing their onboarding lead time.

Products designed for MyTravelers®:

- Personal Insurance: Bill payment, Claim Status
- Business Insurance: Bill payment, Claim Reporting, Claim Status, Risk Management Portal.

FINACLE DIGITAL BANKING SUITE - Infosys Ltd (now Edgeverve)**Senior User Experience Designer**

Finacle is Infosys flagship digital banking product suite for CORE, CRM, and Online (web+mobile) banking implemented in financial institutions in over 100+ countries.

- Conducted diary studies and contextual inquiries in major banks to understand user behavior patterns and pain points. With rapid prototyping validated design concepts.
- Designed a modular experience system that converted 2500+ data intensive, cognitive heavy screens into predictable, modern and responsive experience.
- Created a seamless omni-channel experience across branch, online and mobile channels for end users.
- Reduced task completion time by over 30% resulting in increase of customer handling rate for branch employees.
- Brought down the 3+ months of implementation timeline to half.

Additional relevant experience

INFOSYS LTD. - Senior User Experience Designer

TECH MAHINDRA LTD. - UX Consultant

CERTIFICATION**Nielsen Norman Group UX Certificate**

Courses: Managing User Experience Strategy, Facilitating UX Workshops, Service Blueprinting, Analytics and User Experience, Measuring UX and ROI, Design Tradeoffs & UX Decision Frameworks

Issued Sep 2020, Credential ID 1033966

EDUCATION**Master of Design in Visual Communication and Human Computer Interaction**

Industrial Design Centre, Indian Institute of Technology, Bombay

Bachelor of Fine Arts, Applied Art

Sir J. J Institute of Applied Art, Mumbai