

Riya Thosar

User Experience Design Leader

BFA | Certified Usability Analyst (CUA)

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SUMMARY

I am a UX design leader over 20 years of global industry experience. I believe remarkable things can happen when empathy for users plays a key role in solving a design problem. I have designed consumer and enterprise products for a wide range of industries and leading global brands.

As a design leader, I have hired global design talent, managed and mentored a 600+ member multi-disciplinary design team. I have directed large-scale design programs and managed key client relationships. I have worked closely with product management team to define the UX roadmap for the product aligning with organization goal.

As a designer, my experience spans across the full lifecycle of User-Centered Design. I have extensive hands-on experience conducting design research, personas and journey mapping, information architecture, storyboarding, wireframing, visual design, prototyping, and design specifications. I have designed solutions for all form factors.

My in-depth understanding of design methodology has enabled me to play a critical role in product ideation, conceptualization, validation, and implementation. I have worked closely with agile product engineering teams to manage design tradeoffs and ensure pixel-perfect implementation. I have developed UI pattern libraries and established design systems to ensure consistent product experience.

I extend my passion for design by conducting 'Design Thinking' workshops for high school students, mentoring young designers and sharing my knowledge with the global design community.

SPECIALIZATION

Management

- DesignOps
- Design Talent Management
- Mentoring
- Design Program Management

Design

- Design Thinking
- Design Research and Insights
- Ideation and Conceptualization
- Interaction design and wire-framing
- Creative direction and visual design
- Rapid Prototyping
- Design System, Pattern Library and Specifications

Design Tools

- Adobe Creative Suite
- Sketch
- InVision
- Abstract
- Mural

Platforms

- iOS
- Android
- Salesforce
- Google for Work

CURRENT POSITION		
Director of Product Design SAP Labs, San Francisco Bay Area	<ul style="list-style-type: none"> • Manage and mentor a team of designers while guiding them towards building things that matter and helping them grow individually in their career path. • Envisioning end to end enterprise user experience for Service & Sales cloud users. • Collaborate effectively to bridge the gaps between a very talented team of Engineers, Product Managers, and Designers. • Innovate to build intelligent user experience for users. • Stakeholder management. 	<i>Dec 2019 –Present</i>
Principle UX SAP Labs, San Francisco Bay Area	<ul style="list-style-type: none"> • Creating an efficient and intuitive user experience for Sales and Service Cloud and enriching the experience with embedded Machine learning solutions. • Leading Machine Learning design innovation and solutions for Sales, Service & Retail customers that helps SAP cloud customers work efficiently and smartly on end to end Sales, Service, and Retail workflows. • Ensuring product design alignment with SAP design system (Fiori) and consistent branding across solutions. • Facilitate close collaboration with UX+VX Designers, Product Managers, Development, QE and KM teams. • Drive and participate in PM Backlog planning meetings, UX Planning meetings, Sprint Planning, and Sprint review meetings. • Mentor design team members towards team and individual success. <p>Key Projects:</p> <ul style="list-style-type: none"> • Designing end to end user experience for Sales and Service. Some of the key topics I lead. <ul style="list-style-type: none"> ○ Machine learning ○ Conversational UI ○ Analytics ○ Guided selling ○ Ticket creation and processing ○ Knowledge discovery ○ Ticket customer interaction ○ Persona and user journey creation. • Actively involved in User Testing session with end customers. • UX harmonization across SAP representing my product organization. • Leading and orchestrating user research for testing. • Actively involved in the recruiting process within my team as well as across SAP for global design talent pool. 	<i>Oct 2016 – Dec 2019</i>
CAREER HISTORY		
User Experience Design Lead LinkedIn, San Francisco Bay Area	<ul style="list-style-type: none"> • Led UX Design for LinkedIn Sales Systems in the Sales organization. 	<i>Feb 2014 – Feb 2016</i> <i>(Consultant)</i> <i>Feb 2016 – Oct 2016 (FTE)</i>

- Participated in product envisioning and rapid prototyping workshops with product managers and engineers to visualize new product ideas.
- Conducted user research and industry benchmarking to drive product UX strategy.
- Developed persona-driven storyboards, interactive prototypes for validation with end users, business and engineering teams.
- Provided detailed visual design specifications for product build.
- Worked closely with product managers and engineers to implement the design in the agile development lifecycle.
- Established UX Design best practices for new product ideation and development.

Key Projects:

- **Sales Navigator:** Designed a product that enables sales representatives to stay organized, know their buyer, take action on important everyday tasks and forecast account related data accurately without leaving their Gmail inbox. The Product integrates content and insights from CRM and email. The product benefits sales representatives with accelerated productivity gains and LinkedIn with monetization opportunity. The Product was launched globally on 19th July 2016.
- **Genie:** Designed a sales intelligence tool on the SFDC platform for the LinkedIn sales team to monitor key metrics and alerts related to user account portfolio. The Product enables the sales team to diagnose a given account in detail, reduce churn, enhance customer satisfaction and increase upsell opportunities.
- **Maverick:** Designed a campaign management tool to enable LinkedIn Ad Operation team to track and manage workflow throughout the campaign lifecycle. The tool provides intelligent task lists based on campaign status.

<p>Associate Director – Experience Design Cognizant Technology Solutions, San Francisco Bay Area</p>	<ul style="list-style-type: none"> • Hired and mentored team of senior design consultants across North America. • Led multiple design consulting engagements and managed key client relationships including LinkedIn. • Successfully led many client pitches to win new business for Cognizant. 	<p><i>Jul 2013 – Feb 2016</i></p>
<p>Sr. Manager and Global Design Practice Lead Cognizant Technology Solutions, India/Global Markets</p>	<ul style="list-style-type: none"> • Built and mentored an industry-leading design team of 600+ Interaction Designers, Visual Designers, and UX Managers spread across multiple geographies. • Led many large-scale digital design programs and managed key client relationships. • Established design processes, tools and frameworks, and developed UI pattern libraries. • Successfully led many client pitches and won new business for Cognizant (\$10+ MN). • Collaborated with business consultants, front-end architects and product teams to deliver over 100 design projects in consumer and enterprise space Managed design practice budget and team utilization. • Developed training and mentoring programs for designers at all levels. 	<p><i>Sep 2008 – Jul 2013</i></p>

Key Projects:

- American Express: Managed large design program for more than a year. A key focus was to manage client relationship, provide UX design direction, ensure quality deliverables and project management.
- American Girl (Mattel): Designed a complete online brand strategy for the launch of American Girl of the Year (2012). The project involved user research, online persona and journey maps, brand experience for 'Mckenna' the girl of the year. A microsite was designed around the retail product launch. Result: The brand microsite attracted over 60,000 user registrations in 12 days after the launch setting a new record for brand engagement.
- Toyota: Created personalized delivery app on iPad for Toyota cars dealer to manage their day-to-day car delivery workflow.
- Royal Bank of Scotland (RBS): Designed android experience for a commercial banking application
- Western Union: Designed an iPhone app for cross-currency, cross-border remittance.
- Cognizant: Worked directly with the CIO and led product ideation of global employee portal. Portal provided integrated and efficient access to various workflow systems. Developed visual vocabulary aligned with Cognizant brand and created a detailed design specification for platform implementation. The 1C platform delivers engagement and efficiency to over 250,000 Cognizant associates worldwide.

***Sr. Creative Director and Visual Design Practice Lead
Human Factors International,
India/US***

- Played a key role in establishing and growing HFI's design offices in Asia.
- Built and mentored a 40-member creative design team supporting global projects.
- Directed and managed more than 100 design projects for Fortune 100 clients from industries such as financial services, telecom, healthcare, mobile, technology, ERP, automotive, e-commerce.
- Designed User Interfaces for a variety of platforms such as Desktop apps, Web, hand-held devices, mobile phones and kiosks.
- Provided leadership and business development support.

Apr 2000 – Jul 2008

Animator, Graphic Designer, and Visualizer for many leading animation studios and design houses in India

May 1995 – Mar 2000

Professional references available upon request.