

# ABRAHAM DANIEL

UX Architect and Product Design Leader with 19+ years of experience. Professionally accredited in HFI CUA, Google UX Design, HCD, IDEO.org, UX for AR/VR/MR/XR, CSM, Google Analytics IQ, User-Centered Design, Design Thinking, Google Digital Marketing, and De Bono Critical Thinking.


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Currently in Bengaluru

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## WORK EXPERIENCE

Portfolio — https://abrahamdaniel.com

**Bengaluru, IN** — May'26 - Present

### Director of UX and Design
Genpact

Lead UX strategy and design across banking, retail and employee experience, shaping AI-powered journeys and scalable design systems. Guide teams from discovery through delivery, aligning user needs with business goals.

**Muscat, OM** — May'19 - Feb'26

### Head of UX and Design
Ooredoo

Built and scaled UX from a one-person function into a multidisciplinary team. Helped grow digital sales acquisition from 2% to 32%, and led the design and launch of 2 fintech wallets, a smartwatch telecom app and other digital products.

**Bengaluru, IN** — Jan'19 - Apr'19

### User Experience Manager
Quess Corp Ltd. (Deployed in Ericsson)

UX Manager at MediaKind (an Ericsson Media company), leading UX strategy and design for scalable media and streaming products.

**Colombo, LK** — Feb'18 - Dec'18

### Chief User Experience Manager
Axiata Group (Dialog)

Driving human-centered design for Fintech & Telecom; led research with 20+ users, enabling 30+ design improvements and 25% faster onboarding.

**Bengaluru, IN** — Sep'14 - Feb'18

### User Experience Architect
Reliance Industries Ltd. (JIO)

Responsible for UX and design of eCommerce & telecom initiatives. Core team member in launching AJIO.com; contributed to JIO.com, Reliance Trends, & other digital products.

**Bengaluru, IN** — Dec'13 - Sep'14

### Lead UX Consultant
Capgemini Consulting

Led UX for Target (2nd largest U.S. retailer) mobile & desktop eCommerce, driving 8– 15% conversion growth, reducing checkout drop-offs by 10 –20%, and delivering WCAG 2.0 AA –compliant experiences.

**Bengaluru, IN** — Feb'09 - Dec'13

### Chief Product and UX Officer
TouchWeb Technologies

Founded & led product strategy & UX, boosting user adoption 35%, engagement 40%, acquiring 5000+ users in the 1st year, & contributing $ 200K in revenue.

**Bengaluru, IN** — Nov '06 - Dec'08

### Lead Web Developer
JGE Enterprises

Built and maintained 5+ web apps with PHP, ASP.NET, JavaScript; optimized databases and cut page load time 20% for 500+ users.

## ABOUT ME

UX leader managing design teams across multiple projects & omni-channel initiatives, with a proven track record of evangelising design systems and applying user-centered design through research, interviews, and usability testing. With a background in Computer Science and Psychology, I have spent the last 19 years creating engaging and usable design solutions for Digital Commerce, BFSI, Telecom, and Media.

## EDUCATION

Behavioral and Social Psychology
**Certificate in Psychology**
University of Toronto
2019 - 2020

Information Systems
**Executive MBA**
Periyar University
2009 - 2010

Computer Science and Engineering
**Bachelors in Technology**
Cochin University of Science and Technology
2000 - 2004

## CERTIFICATIONS

Google LLC
**Google UX Design Specialist**

Human Factors International
**Certified Usability Analyst (CUA) - HFI**

IDEO.org
**Human Centered Design**

University of Michigan
**UX in AR/VR/MR/XR**

Udemy
**Master in UX and Interaction Design**

Scrum Alliance
**Certified Scrum Master**

Google Analytics
**Google IQ Certification**

## METHODOLOGY

### Strategy & Advisory
Experience vision
Opportunity prioritisation
Roadmaps
Success metrics
Competitor analysis
Stakeholder interviews

### Research
Contextual inquiry
User interviews
Target audience identification
User persona creation
Mind map
User flow & Journey diagram
Experience maps
Research synthesis
Service blueprinting

### Analysis
Usability testing
SWOT analysis
Heatmap analysis
Data analysis
A/B testing

### Design
Use case diagrams
Design Language System (DLS)
- Design tokens
- Component library
- Version control

Information architecture
Storyboarding
Moodboarding
Wireframing
Sketching
Interaction design
Modular design
Inclusive design (WCAG 2.2)
Conversation design
AI agent workflows
Human handoffs & error recovery

### Delivery & Optimisation
Brandguide definition
Styleguide definition
Visual design
Prototype
Stakeholder review
Tech handover
Pixel wonderful testing
Pixel perfect testing
Design governance
Outcome measurement

### Inspect, adapt & repeat

## TOOLS & PLATFORMS

- **Wireframing**
  Figma, Axure, Balsamiq
- **AI-Assisted Design**
  Claude, ChatGPT, Microsoft Copilot, Figma Make
- **Prototyping & Workshops**
  FigJam, Miro, Invision, Marvel, Principle
- **Visual Design**
  Figma, Sketch, Adobe XD, Photoshop, Illustrator
- **Design workflow management**
  Abstract
- **Design Handover**
  Figma Dev Mode, Zeplin
- **Design System & Delivery**
  Figma libraries, Storybook, Invision DSM
- **Design-to-Code & Development**
  Lovable, v0 by Vercel, VS Code + GitHub Copilot
- **Analytics**
  Microsoft Clarity, CrazyEgg, Google Analytics 4 (GA4), Flurry
- **Diagrams and Charts**
  Draw.io, Lucidcharts, Cacoo
- **Motion & 3D Design**
  Adobe AfterEffects, Maya 3D

## SOME OF MY WORK

