

Devendra Shende

Senior UX Leader | UX Strategy | Human-Centered Design | Enterprise & AI-Powered Products

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PROFESSIONAL SUMMARY

Senior UX Leader with over 20 years of experience driving large-scale digital transformations across healthcare, finance, insurance, energy, and e-commerce. I translate complex business and user problems into intuitive, scalable product experiences — from initial discovery and research through final delivery and stakeholder sign-off.

Known for building UX practices from the ground up, influencing executive stakeholders, and leading cross-functional teams that consistently deliver measurable outcomes. Currently focused on AI-powered UX, behavior change design, and enterprise healthcare systems.

Portfolio available at | www.devendrashende.com

CORE COMPETENCIES

UX Strategy and Leadership | Human-Centered Design | Design Thinking | Service Design | Information Architecture | User Research and Workshops | UX Audits and Heuristics | Journey Mapping | Personas | Enterprise UX | Complex System Redesign | Agile and Lean UX | Accessibility (ADA and WCAG) | AI-Powered UX | Data Visualization | Interactive Prototypes | Visual Design Systems | Stakeholder Alignment | Executive Communication | Governance and Standards

ROLES AND RESPONSIBILITIES

- Lead user-requirements discovery with product managers and key stakeholders.
 - Collaborate across teams to deliver clear, intuitive, and high-quality digital experiences.
 - Conduct research, heuristic evaluations, and competitive analyses to inform design strategy.
 - Facilitate workshops and stakeholder sessions to define needs, validate ideas, and align direction.
 - Develop user journeys, service blueprints, IA, workflows, and interaction models.
 - Produce low- and high-fidelity wireframes and prototypes to optimize usability.
 - Partner with engineering and cross-functional teams to ensure successful implementation.
 - Secure final approvals and signoffs on UX deliverables.
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DELIVERABLES / ARTIFACTS

- UX Audits / Heuristic Evaluations Report defining defects.
 - Competitive Analysis Report
 - Stakeholders and user's interviews reports/artifacts.
 - Model Diagrams, White boarding, Quick Paper or Digital Sketches, Rapid Prototypes.
 - Content Analysis and Content Inventory.
 - User Journey and User Persona Documents.
 - Sitemap, Application Mapping Screen Flow, Navigation Schemas and Information Architecture Document.
 - Wireframes including every User Scenarios, Conditional user tasks with detailed Annotations.
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SERVICES INDUSTRIES / CLIENTS

- **Health Care Domain (5 Years):** Inland Empire Health Plan (IEHP) | Cigna | Genentech | Novartis | Humana
 - **Banking & Financial Institutions Domain (7 Years):** Assurant | BBVA | Citadel | Citi | Chase | Credit Suisse | Fidelity | Invesco | Liberty Mutual Insurance | Travelers | Wellington Management
 - **Manufacturing Industries (4 Years):** BP | Chevron | Direct Energy | Enterprise Products Partners LP | Ford Automobile | James Avery Jewelry Company
 - **E-commerce System (2 Years):** Bed Bath & Beyond | James Avery | The George Washington University | Ford
 - **Travel Industries (1 Year):** Celebrity Cruises
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ADVANCED TECHNICAL SKILLS

- **Adobe Creative Suite** (Photoshop, Illustrator, InDesign) – **20 Years Plus**
- **Adobe XD** - Creative Business Solutions for online collaboration, Simplify Administration, Wireframes/Prototypes – **5 Years**
- **FIGMA** – Creative business solutions for online collaboration, simplify administration, wireframes/Prototypes. – **5 Years**
- **Mural Board** – Online platform made for teams to work in collaboration and facilitate design thinking workshops. – **3 Years**
- **Sketch** – Creative business solution for online collaboration, simplify administration, wireframes/prototype. – **5 Years**

Front-end Development expertise and work knowledge (HTML, Javascript) – **3 Years**

PROFESSIONAL EXPERIENCE

Inland Empire Health Plan (IEHP) | UX Lead | Ontario, CA | October 2023 to Present

Leading end-to-end UX strategy for the Provider Quality App and Hospital Profile Portal — redesigning how healthcare providers engage with quality performance data, care gaps, and incentive programs across web and mobile platforms.

- Directed a six-member UX and front-end team delivering journey maps, service design blueprints, information architecture, wireframes, and Figma prototypes across a complex healthcare quality ecosystem.
- Designed an AI-powered Provider Quality app that surfaces personalized incentive data, prioritized care gap worklists, and step-by-step closure guidance — reducing provider task time from over eight minutes to under 90 seconds.
- Established UX governance, standardization, and approval workflows across product, marketing, IT, and clinical partner teams — building UX maturity from the ground up.
- Facilitated stakeholder workshops, usability evaluations, and requirements sessions to align cross-functional teams and validate design decisions with real provider feedback.
- Delivered a fully restructured navigation and interaction model for the Covered California-facing portal on an AEM-based CMS, improving task efficiency and accessibility compliance.
- Owned all final deliverables, executive presentations, and engineering handoff packages — including Figma Dev Mode specs and Lottie animation files.

Publicis Sapient | Senior UX Lead and UX Architect | Atlanta, GA | 2008 to 2023 (15 Years)

Led UX strategy and delivery for major enterprise clients across healthcare, pharmaceuticals, finance, insurance, energy, and global retail. Selected high-impact engagements from 15 years of client leadership:

Novartis Pharmaceuticals — UX Lead, Digital Transformation Program | 2022 to 2023

- Led a multi-year UX transformation for approximately 100 global brand websites, creating scalable design patterns and information architecture frameworks adopted across the enterprise.
- Managed a four-person UX team and delivered prototypes, design governance models, and WCAG-compliant component libraries.

Ford — UX Lead, Hybrid and Electric Vehicles E-Commerce | 2022

- Directed the e-commerce experience redesign for vehicle search, configuration, and online purchasing — leading a 10-member UX team through end-to-end interaction design and post-purchase UI strategy.

Genentech — UX Lead | 2021

- Delivered UX strategy for a pharmaceutical digital platform, conducting discovery research, journey mapping, and high-fidelity prototyping for clinician-facing tools.

Fidelity Investments — UX Architect | 2021

- Designed information architecture and interaction models for complex financial portfolio management tools serving retail and institutional investors.

Humana Medicare — UX Lead | 2020

- Led UX redesign for Medicare member-facing digital experiences — improving navigation, accessibility, and plan selection workflows.

Additional Engagements (2008 to 2022)

- James Avery (E-Commerce UX Lead) | Travelers Insurance (UX Lead) | DTCC (UX Architect) | Intel Marketplace (UX Architect) | BP, Chevron, and Energy Sector (UX Lead, Houston, TX) | USCIS Federal Government (UX Designer, Washington, D.C.) | Assurant | BBVA | Citadel | Credit Suisse | Invesco | Wellington Management | Celebrity Cruises

Mphasis (Enterprise Solutions) | UX Designer and IA Specialist Multiple Locations | 2002 to 2008

Delivered enterprise information architecture, usability evaluations, and interaction design for large-scale internal and customer-facing platforms.

- **Key client at Mphasis:** Walt Disney, JPMorgan Chase, and Citigroup — earned two company awards for design excellence during this period.

EDUCATION AND CERTIFICATIONS

Bachelor of Fine Arts (BFA) — Applied Design and Visual Communication

University of Bombay, India

Project Management Professional (PMP) · Project Management Institute (PMI)

AWARDS AND RECOGNITION

- Star Award — Best Information Architecture Design, JPMorgan Chase
- SPOT Award — Best UX Contribution, Walt Disney Internet Group
- Best Typographic Campaign Award — University of Bombay