

Anup Hodarkar

UX designer for Mashreq Bank

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PROFILE SUMMARY

- Design professional with **6.5 years** of total industry experience, including 4.5 years specializing in user experience design across **banking, healthcare & AI** domains.
- Experienced in collaborating with cross-functional **agile** teams, conducting stakeholder **workshops**, and addressing real-world business challenges through user research, prototyping, and iterative design processes.
- Demonstrated expertise in **service design**, usability testing, and scaling UX practices.
- Passionate about inclusive design, simplifying complex workflows, and building impactful experiences.

CORE COMPETENCIES & TECHNICAL SKILLS

UX research & Testing
Wireframing
Workshop Facilitation

Conversation Design
Prototyping
Figma

Service Design
Visual Design
Adobe Illustrator

WORK EXPERIENCE

Associate UX Consultant

Nagarro, Pune | Nov 2023 – Present

Key Responsibilities:

- Leading UX strategy and design efforts for a **Credit Card Squad** of **Mashreq bank** to reduce contact center queries through self-service digital journeys
- Designed salary payment journey for Small-medium enterprises in **Business Banking** domain
- **Facilitated on-site discovery workshops**, developed service blueprints, and aligned teams on experience gaps and backend capabilities
- **Conducted usability testing** and synthesized insights to influence roadmap prioritization and design iteration
- Collaborated with cross-functional teams including developers, compliance, CX, and marketing for end-to-end delivery

UX Designer II

Carelon Global Solutions, Bengaluru | July 2021 – Nov 2023

Key Responsibilities & Achievements:

- **Designed two major products** in the company from conception of idea to MVP release which included conducting research, workshops, testing, creating user flows, information architectures, wireframing, prototyping & design hand-offs
- Was part of the core **DesignOps team** that streamlined operations within the design team by implementing team structure to ensure quality of output
- Worked on designs of various innovative products in the company to improve design visibility within the company and also actively worked towards **design evangelization** across different verticals
- Was responsible for design efforts and maintenance of two of the company **chatbots** which led to increase in chat volume by 64% and containment rate by 5%

- Was actively involved in **organizing various trainings** within the design team and worked as design reviewer to junior designers

Teaching Assistant (Part time)

IIT Bombay, Mumbai | July 2019 – June 2021

Assisting professor in teaching and assessments, creating question papers for ethnographic studies

CAD Engineer (Furniture Design)

Eudora Enterprises, Mumbai | October 2018 – March 2019

Key Responsibilities:

- Creating detailed furniture design sketches, translating concepts into visual representations that effectively capture the desired aesthetic and functionality
- Collaborating with manufacturing unit using detailed furniture lay-outs and bill of materials to ensure correct implementation of designs

Graduate Trainee Engineer

Himachal Futuristic Communications Ltd, Goa | May 2016 – August 2017

Created detailed lay-out of water and air flow system of the shop-floor which helped maintenance department identify and track breakdowns

FREELANCE EXPERIENCE

Client: Encube Ethicals

August 2017 – Jan 2018

Provided 2D drafting services for machine parts and created detailed technical drawings & specifications for documentation and to support the manufacturing process

Platform: Freelancer.com

Dec 2017 – June 2018

Worked with various clients on different projects related to product design, visual design

EDUCATION

M.Des

IDC, IIT Bombay | 2021

B.E. in Mechanical Engineering

Goa College of Engineering, Goa University | 2015

LANGUAGES KNOWN

English, Hindi, Marathi, and Konkani