

# 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:

- **UX Designer** for the **Credit Card squad** and **Business Banking squad** at **Mashreq Bank**, owning the end-to-end design lifecycle in **Figma** for **1.5M+ active users** across the **UAE and Egypt**.
- Accountable for planning and delivering high-impact digital journeys, ranging from **retail self-service features** aimed at reducing contact center volume to **SME salary payment workflows**.
- Facilitated **on-site discovery workshops** and developed **service blueprints** to align cross-functional teams on experience goals and backend technical capabilities.
- Conducted usability testing and synthesized insights to influence roadmap prioritization and iterative design improvements.
- Collaborated with developers, compliance, CX, and marketing teams to ensure end-to-end delivery of features in a highly regulated banking environment.

### 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

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### *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

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### **M.Des**

IDC, IIT Bombay | 2021

### **B.E. in Mechanical Engineering**

Goa College of Engineering, Goa University | 2015

## LANGUAGES KNOWN

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English, Hindi, Marathi, and Konkani