

Farheen Gadne

Design Strategist
User Advocate
Problem Solver

www.farheendesign.com

+91 9699536713 | farheen.gadne@gmail.com | <https://linkedin.com/in/farheen19>

Product Designer with **10+ years** of experience leading cross-platform, multi-domain design initiatives across digital platforms, and enterprise systems. Proven expertise in user-centered design, design strategy, and team leadership, with a strong track record of translating complex requirements into intuitive, scalable experiences. Adept at driving collaboration across product, engineering, and business teams to deliver high-quality user experiences that drive measurable business impact.

Experience

UX Specialist - Sr Manager | HDFC Bank, Mumbai | Aug 2023 - Present

Defined UX foundation and strategy for a complete digital ecosystem “**Smart Saathi**” enabling assisted banking, agent-led distribution, and operational workflows to expand HDFC Bank’s rural footprint and financial inclusion.

- Created **role-based information architecture** across the ecosystem for agents (BC, BF, DSA, Key Partners) and internal teams by simplifying complexity
- Designed end-to-end digital agent lifecycle and assisted products journeys informed by **field visits, agent interviews, and usability testing**.
- Led UX for assisted product journeys across CASA, FD, Credit Cards, Loans, AEPS, and Debit Card-based services, ensuring seamless end-to-end digital completion.
- **Standardized cross-platform experiences** across PWA, mobile APK, by creating scalable UX patterns and reusable components, ensuring consistency and scalable execution.
- Partnered with Product, Tech, Ops, and Compliance to **translate RBI guidelines and internal policies** into end-to-end digital experiences across sourcing, onboarding and service journeys.

Simplified “**High Net-worth Individual**” customer communications by converting broken, fragmented touchpoints into a structured, journey-led experience, improving usability, trust, and overall service perception.

UX Designer - Lead | Tata Consultancy Services, Mumbai | Feb 2021 - Aug 2023

- Led Mobile CoE design activities to enhance mobility experience, ensure consistency, and govern internal TCS apps for over 600K employees in India.
- Mentored junior team with hands-on support, best practices, and constructive feedback.

UX Designer | GEP Solutions Pvt Ltd, Mumbai | May 2018 - Jan 2021

- Designed and delivered key features for supply chain products. Implemented **accessibility** as per WCAG2.1[AA].

UX Designer - Associate Consultant | Capgemini India, Mumbai | July 2015 - Apr 2018

- Provided UX services to various clients including heuristics, design audits, and usability tests.

Skills

- Project Planning
- User Research
- Design Strategy
- Design Estimations
- UX Workshops
- Team Management
- Primary & Secondary Research & Analysis
- Personae and Scenario
- User Journeys
- Information Architecture
- Wireframes
- Usability Testing
- Interaction Design
- Design Thinking

Tools

- Figma
- Axure RP
- Adobe XD

Accolades

Contextual Masters TCS | TCS | 2023

Awarded for transforming Enterprise Mobility Experience.

The Change Agents 'KUDOS' | GEP | 2018

Awarded for proposing and executing the supplier evaluation POC that enabled key operational change.

Education

BE Information Technology | University of Mumbai | Oct 2015

Certification

UX Management: Strategy and Tactics | IDF, Mumbai | 2023

Certified Usability Analyst CUA™ | Human Factors International | 2021