

KANIKA DAWALIA

SENIOR UX DESIGNER

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With 6+ years of experience leading experience design and strategy for complex, large-scale products across telecom, pharma & insurance domains, I specialize in product strategy, user research and design powered by AI.

EXPERIENCE

Verizon | Senior Experience Designer II | December 2024 – Present

- Designed the end-to-end **MACD(Moves, Adds, Changes, Disconnects) configuration flow for NaaS portal**, creating an adaptive configuration engine that managed legacy cloud API integrations while unlocking dynamic parameter editing.
- Architected a unified **B2B checkout engine** that consolidated diverse network lifecycle operations (MACD) for Cloud, Ethernet, L3VPN, and Internet services into a single, cohesive transactional experience.
- Leading end-to-end **onboarding experiences** across the My Business Verizon mobile app and responsive web platforms, delivering globally scalable solutions for **enrolment, registration, login, and authentication**.
- Defined experience strategy & designed **FIDO Passkey authentication** as a new login method for Verizon Business portals & app making login **4X faster** and improving **login rate by 25%**.
- Re-architected the **SSO self-serve configuration flow, by accelerating time to value by 90% from days of assisted service to <15 mins**, increasing customer adoption by 34% and reducing support calls by 42%, resulting in **\$600K annual cost savings**.
- Led the design of an **account lock prevention strategy**, reducing repeat lockouts by 32% through guidance and recovery flows.
- Leveraged **Gemini,Gems & NotebookLM** to synthesize research, support data, and stakeholder inputs, enabling clearer problem framing and faster decision-making.
- Used **Figma AI & Figma Make** to speed up & explore multiple system-level design directions early, accelerating iteration while maintaining design quality and accessibility standards.
- Facilitated cross-functional design thinking workshops** to align Product, Engineering, Security, and Business stakeholders on experience vision and execution.
- Mentored designers** on experience strategy, AI-assisted workflows, and design decision rationale, contributing to overall team maturity.

Dr.Reddy’s Laboratories | Senior UX Designer | September 2022 – November 2024

- Implemented the development of digital products across **Quality, Manufacturing, Emerging Markets & Sales**. Facilitated design thinking workshops that drove a 35% efficiency improvement through organizational design adoption. .
- Led stakeholder workshops to implement **hands-free smart assistance in labs, slashing lab paperwork by 60% and saving 3.5 hours per analyst**.
- Designed **project management platform, streamlining new product launch activities**, cutting delays by 30%, and **saving ₹2–2.5 crores annually**.
- Designed **CRM mobile app for pharmaceutical sales reps** by incorporating third-party sales tracking functionality, boosting engagement and user adoption.
- Mentored a team of 5+ junior designers**, fostering growth and skill development.

Dr.Reddy’s Laboratories X National Institute of Design | Graduation Project

- Led **smart glass technology integration project in laboratories with AR**, conducting user research, user journey mapping, **designing voice user interface using conversational design** and UI/UX design practices following Agile principles resulting in reducing 10 hours per week of manual documentation.
- Facilitated stakeholder collaboration across 5 departments** aligning business and user needs with product managers and developers, enhancing project coherence.

Wipro | Analyst | September 2019 – October 2020

- T-Mobile and Cigna Healthcare Project – Evaluated the **Annual Enrolment** user flow and identified gaps by conducting research with over **50+users**.
- Implemented strategic design changes based on research insights, resulting in a 30% increase in user satisfaction and a **25% reduction in enrollment time**.

NTT Data | Software Development Senior Associate | August 2017 – February 2019

- JLL Portfolio Lease Management System – Evaluated existing platform for accessibility issues through extensive usability testing with 20+ users.
- Successfully transformed the website to meet AA Level web accessibility standards as per WCAG, resulting in a **40% increase in accessibility compliance** and a 20% improvement in user satisfaction scores.

WESEE | DRDO | Internship | June 2016 – July 2016

- Improved UI responsiveness of ship combat automation system & collaborated with developers, delivering key components on time.

EDUCATION

Masters in Design

National Institute of Design, Bangalore

Bachelor of Technology | Computer Science

Inderprastha Engineering College

TOOLS

Figma
Figma AI
Gemini
NotebookLM
Claude
Jira
Miro
Adobe XD
Adobe Illustrator

SKILLS

User Experience Design
User Research
Vibe Coding
UX Writing
Product Strategy
Service Design
Systems Thinking
Wire framing
Information Architecture
Prototyping
User Flows
Storyboarding
Visual Design
Mockups
Workshop Facilitation
Stakeholder Management
Agile Methodology
Cross Functional Team Collaboration