

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

- Leading end-to-end onboarding experiences across the My Business Verizon mobile app and responsive web platforms, delivering globally scalable solutions for enrollment, registration, login, and authentication.
- Defined experience strategy and designed Passkey-based authentication as a new login method for Verizon Business which is 4X faster than existing methods, reducing friction, improving security.
- Re-architected the SSO self-serve configuration flow, 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 to synthesize research, support data, and stakeholder inputs, enabling clearer problem framing and faster decision-making.
- Used Figma AI to 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 cross-functional collaboration for handsfree smart assistance in laboratories, reducing paperwork by 60% and tripling efficiency of lab analysts.
- Designed an enterprise project management platform, streamlining new product launch activities, cutting delays by 30% and saving ₹2-2.5 crores annually.
- Designed a CRM mobile application resulting in a 40% increase in engagement and a 25% boost in user adoption among pharmaceutical sales representatives. The app now supports over 7000 active users.
- Mentored 5+ junior designers and guided user research & usability testing in the design team closely monitoring the progress, improving design output quality by 50% while reducing post-launch issues by 25 %.

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 Insurance – Conducted research with over 50 users to evaluate the current Annual Enrollment user flows, uncovering key gaps and trends.
- 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.
- Crafted a comprehensive design strategy to address identified accessibility challenges. Successfully transformed the website to meet AA Level accessibility standards, resulting in a 50% 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 by 20% & 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
Jira
Miro
Adobe XD
Adobe Illustrator
Adobe Photoshop
Adobe Premiere Pro

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