# Om Hindlekar, Product Designer

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## LINKS

Portfolio , LinkedIn

## PROFESSIONAL SUMMARY

Product Designer with 5+ years across fintech, banking, and B2B commerce, spanning research, product strategy, interaction design, design systems, and AI-assisted prototyping. Currently operating as the sole designer within a 10+ person cross-functional product team at Cognizant.

## EMPLOYMENT HISTORY

May 2025 — Present

### Senior Experience Designer, Cognizant — Mumbai, Maharashtra

- **Sole designer on a 10+ person team**, owning discovery, research synthesis, interaction design, prototyping, design QA, and developer handoff across web and mobile.
- Redesigned the B2B purchase journey and information architecture, reducing quote abandonment from **80% to 45%** and increasing hero-journey conversion from **2% to 8%**.
- Reworked public and authenticated navigation from **original user research** and unified the marketing site and customer portal into a **shared design system**.
- Owned **WCAG 2.2** accessibility, acceptance criteria, design QA, and story estimation; presented design trade-offs directly to **AVPs, business leaders, and Associate Directors**.

Dec 2023 — May 2025

### Design Strategist, Nowform — Delhi

- Led end-to-end product design across **12 key banking journeys** spanning savings accounts, credit cards, fixed deposits, and loan foreclosure for new and existing customers.
- Redesigned core servicing and financial-product journeys, contributing to a **21.5% reduction in attrition** and **5% reduction in drop-off** across targeted experiences.
- Conducted user research and field studies with **bank branches and managers**, translating operational insights into standardised workflows and product decisions.
- Applied **generative AI and image-generation workflows** to create fintech campaigns for collections, settlements, and lending across WhatsApp and social channels.

May 2021 — Nov 2023

### Assistant System Engineer, Tata Consultancy Services — Mumbai

- Led end-to-end design for Vi SIM Partners and the Vi Marketplace, including payment flows for an app handling **10,000+ daily transactions**.
- Redesigned Vi SIM Partners journeys, increasing engagement by **40%** and reducing drop-off by **22%**; received a **TCS On-the-Spot Excellence Award** for the College of Insurance platform redesign.
- Implemented **Java-based APIs in Liferay** for Vi Marketplace login and sign-up flows, contributing directly to authentication development alongside product design.

## EDUCATION

Jun 2021 — Nov 2023

### Master of Computer Applications (MCA), SASTRA University — Chennai

Specialization: Human-Computer Interaction

Dec 2022 — Jun 2023

### PGP in User Experience Design, IIT Bombay — Mumbai

Capstone Project: AR/VR in Fitness and Nutrition

Jun 2018

### Bachelors in Computer Science, Mumbai University — Mumbai

## SKILLS

- Product strategy
- Interaction design
- User research
- Usability testing
- Figma MCP & Design-to-Code
- Design systems
- Figma / Figma Make
- Accessibility (WCAG 2.2)
- Context Engineering
- Adobe CC
- Information architecture
- Generative Visual Design