ANKIT NARGOTRA

PRODUCT DESIGN LEADER | ENTERPRISE SaaS | UX STRATEGY | DESIGN SYSTEMS

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Product Design Leader with **16+ years of experience** shaping complex digital products across enterprise SaaS, ERP, supply chain, e-commerce, healthcare, and consumer platforms, including **5+ years at DP World**. Currently leading UX strategy and end-to-end product design for **Cargoes Fulfillment Suite (SCS ERP)**, translating complex operational workflows into scalable, intuitive experiences across business units and geographies. Strong track record across user research, information architecture, interaction design, UI, usability testing, design systems, design quality, product operations, and cross-functional leadership. Known for connecting customer needs to business outcomes, challenging briefs, building scalable design practices, mentoring designers, and partnering closely with Product, Engineering and Business leadership.

Experience

DP World / Group Senior UX Designer

Jun 2021 – Present

Gurugram, India

- Lead design strategy and execution for **Cargoes Fulfillment Suite (SCS ERP)**, partnering with Product, Engineering, Business and end users across complex enterprise workflows.
- Redesigned the **Orders module end-to-end**, covering Orders, order-level Discounts, Promotions and Batch Management; also created a streamlined **Pricing workflow**.
- Applied a structured UCD process - Lo-Fi concepts, early business and user validation, iterative refinement, Hi-Fi design, development partnership and VQA/UAT - driving a **40% improvement in task success** and **25% reduction in design/iteration time**.
- Supported successful SCS ERP adoption across **CB Enterprises, United Agencies and Cicoti**, contributing to deployments representing **110,762 orders, USD 50.286M revenue and 4,209 customers**.
- Use research, usability testing, workflow analysis, business context and data to identify friction and inform product decisions; plan usability testing with at least 10 users to validate redesigned ERP workflows.
- Co-led **One Design System 2.0** planning and governance, defining implementation strategy and ownership across tokens, colors, typography, grids, iconography, components, patterns & behaviours, and data visualization; partner with engineering on implementation quality and VQA.
- Established Product–Design operating rhythms and published the **Q4 Design Requirements Tracker** with Product Managers, Program Managers and Design Leadership, improving prioritization, visibility and decision-making while reducing feedback turnaround by **30–40%**.
- Established weekly peer reviews with **80–85% attendance** and a **75% success/ adoption rate**, creating a repeatable critique and knowledge-sharing rhythm that reduces delivery bottlenecks and strengthens design quality.
- Led UX initiatives across DP World's e-commerce portfolio; applied analytics, competitive evaluation and A/B testing to improve conversion and customer experience.
- Implemented a strategic sign-up restriction in **Dubuy Connect** that reduced funnel drop-offs by **25%**; revamped **Dubuy.com** workflow contributing to **24% user-base growth**; improved **Dubuy Express** returning orders from **68% to 86.22%**.
- Mentored designers and contributed to design-team development, hiring and knowledge sharing; collaborate with global teams across product, engineering and business functions.

Stanza Living / Head of Product Design · India

May 2020 – Jun 2021

- Led a team of designers while remaining hands-on across consumer and internal products, partnering with Product Managers and Business teams on product strategy, UX direction and delivery.
- Revamped the Stanza Living consumer application and established a **design system** to improve consistency and scalability; contributed to the concept for a **Super App**.
- Set design standards, facilitated cross-functional decision-making and balanced customer needs with business priorities.

Education

Punjab Technical University
B.Tech, Computer Science
2006 – 2010

Leadership & Core Expertise

- Product Design Leadership
- Enterprise SaaS & B2B
- ERP & Supply Chain UX
- UX Strategy & Research
- Information Architecture & Interaction Design
- Usability & Concept Testing
- Design Systems & Governance
- Design QA / VQA & UAT
- Design Operations & Product Operations
- Product Discovery & Roadmapping
- Cross-functional Leadership
- Stakeholder Management
- Design Critique & Mentorship
- Data-driven Design
- Accessibility & Usability Standards
- Figma / Prototyping
- Data Visualization
- Agile Product Development

Certifications & Professional Development

- **UX Management: Strategy & Tactics** - Interaction Design Foundation (IDF), completed with 95% score
- **Design Psychology: Master the Art and Science of UX Design** - Tiziana d'Agostino / Madecraft, LinkedIn Learning
- **Harvard ManageMentor: Strategic Thinking** - Harvard Business Publishing
- **Evil by Design: Persuasion in UX** - Chris Nodder
- **A Design Thinking Approach to Putting the Customer First** - Big Think
- **Dynamic User Experience: Design and Usability** - Interaction Design Foundation
- **Human-Computer Interaction (HCI)** - Interaction Design Foundation
- **Empathy in UX Design** - LinkedIn Learning
- **Design Powered by Data: Getting Started with UX Web Analytics** - LinkedIn Learning

RoundGlass (Edifecs) / Senior Product Designer · India Sep 2017 – May 2020

- Led UX across a healthcare ecosystem for **doctors, patients, coaches and schools**, simplifying complex customer journeys through research, information architecture and end-to-end product design.
- Established a **distributed-yet-centralized design system**, defining roadmaps, roles, contribution practices and unified guidelines/toolkits across the ecosystem.
- Led UX/UI for online coaching, wellbeing curriculum and student mental-wellbeing experiences.

1mg / Senior Product Designer · India Feb 2016 – Aug 2017

- Improved the **Cart–Checkout experience**, reducing cart drop-off by approximately **95%** and increasing monthly online medicine orders from **6–7K to 11–12K**.
- Established design standards and practices while partnering with product teams on end-to-end mobile product experiences.

Snapdeal / Product Designer 2 · India May 2015 – Feb 2016

- Led conception, ideation, flows, wireframes, prototypes and UX assets for product teams; partnered with Product Managers and stakeholders to deliver consistent customer experiences.

Trantor / Design Lead · India Jul 2014 – May 2015

- Established platform design guidelines, coordinated cross-department initiatives and collaborated with executives on product direction; consulted for **VMware** on information architecture and interface design.

ClickLabs / Lead UI/UX Designer · India Apr 2013 – Jun 2014

- Managed a **team of 15**, set design standards and practices, collaborated with Product Managers on roadmaps and timelines, and delivered end-to-end UX across multiple projects.

Solutions Beyond / UI/UX Designer · India Dec 2010 – Apr 2013

- First design hire; partnered with **20+ entrepreneurs** across FMCG, e-commerce, real estate and travel to define product goals, UX strategies, wireframes and mobile experiences.

RCG Infotech / Web Designer · India Jan 2010 – Dec 2010

- Worked as sole designer, partnering with technology and leadership teams on client requirements, estimates and experience architecture.

Selected Impact

- **Cargoes Fulfillment Suite (SCS ERP):** led end-to-end UX for the Orders module, including order-level Discounts, Promotions and Batch Management, plus a redesigned Pricing workflow.
- UCD-led validation improved **task success rate by 40%** and reduced design/iteration time by **25%** for redesigned ERP workflows.
- Fulfillment Suite deployments across CB Enterprises, United Agencies and Cicoti generated **110,762 orders, USD 50.286M in order revenue and 4,209 customers**.
- Established Product–Design operating cadence and Q4 Design Requirements Tracker; reported **30–40% faster feedback turnaround**.
- Co-led **One Design System 2.0** strategy and ownership across tokens, colors, typography, grids, iconography, components, patterns & behaviours, and data visualization.
- Built weekly peer-review practice with **80–85% attendance** and **75% success/adoption rate**, strengthening critique, collaboration and early issue detection.
- **DP World e-commerce:** revamped Dubuy.com workflow, contributing to **24% user-base growth**; improved Dubuy Express returning orders from **68% to 86.22%**; reduced Dubuy Connect funnel drop-offs by **25%**.

Tools

Figma · Figma Make · ChatGPT · Claude Design · Sketch · Adobe Illustrator · Adobe Photoshop

Kind Words

Paul D. | Senior Product Design Manager, DP World
Recognized Ankit for strategic thinking, design excellence, cross-functional alignment, scalable design-system contribution, mentorship, and building design talent.

Tushar Roy | Product Design Manager, VMware
Recognized Ankit as dependable and consistent, strong in product/engineering collaboration, user empathy, parallel-project management and high-quality execution.

Prakash Chulani | Product Owner, VMware
Recognized Ankit for creativity, passion, rapid high-quality UX work, collaboration and strong performance on complex, high-impact programs.