# Rutu Upadhyaya | UX Design Leader

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## SUMMARY

Experienced UX design leader adept at spearheading end-to-end solutions for MedTech, PharmaTech, and Enterprise products. Excels in fostering collaboration across teams, and communicating effectively with customers. Orchestrated team-building activities and provided mentorship to promote a collaborative environment, improving employee engagement and retention rates.

## EXPERIENCE

**Director of Design** | BrightInsight | 2019 - 2022
- Led and managed up to 10 customer projects simultaneously, resulting in an increase in overall project efficiency with a 45% improvement in customer satisfaction ratings.
- Established and mentored a design team, resulting in increase in design output and reduction in project turnaround time.
- Designed and delivered healthcare applications for iOS, Android, and web platforms. Reviewed designs intermittently and reduced number of clicks to task resulting in a 25% increase in user engagement.
- Oversaw comprehensive user research and usability testing, leading to a 30% decrease in user error rates and improved task completion rates.
- Collaborated cross-functionally with developers and product managers to successfully launch new healthcare products, increasing revenue within the first two quarters.

**Principal Designer and Founder** |  ensō9  | 2015 - 2019
- Led research and design initiatives for a diverse range of enterprise and medical products. Notable projects included developing a VOIP B2B product, B2C smart cushion health web app, and creating a health and disease information website and web app.
- Took charge of the entire design process, from conceptualization to implementation, ensuring alignment with client objectives and industry standards.

**Interaction Designer**  |  McAfee Inc. (now Intel)  |  2011 - 2012
- Took the lead in designing desktop applications for vulnerability management and Win 8 tablet applications, leveraging qualitative research and aligning with business objectives.
- Achieved a remarkable 50% reduction in turnaround time.

**Other Previous Work** |2000 - 2011
- Usability Lab coordinator | AAU
- UX Researcher and Designer | The Healing Tree
- Graphic Designer + Architect  |  Shultz & Associates
- Associate Architect | Design Group India

## ACHIEVEMENTS

**Cost Reduction of Design**
Reduced design cost by meticulously building a robust design system of not only lower level assets but also entire modules and standard workflows.

**Mentoring and Team Building**
Built and led a team of FT and contract designers towards a shared vision of creativity, doubling productivity within the department.
Mentor at ADPList since 2020

## PRODUCT TYPES

Complex B2B and B2C Solutions

Dashboards
Vulnerability Manager
Threat Detection
SIP Trunking
Smart Cushion
Health Resource Hub
Clinical Trial
Class C SaMD
Remote Patient Monitoring
Physician Portal
In Vitro Diagnostics
Therapy Comparison
Disease Management
Glucose Monitor
Symptom Tracker
ePROs

## EDUCATION

**Patient Journey Mapping**
TU Delft University

**Human Computer Interaction Certificate**
MIT CSAIL

**Human Computer Interaction Certificate**
Stanford University

**Masters Web Design and New Media**
Academy of Art SF

**Bachelors in Architecture**
Sir JJ College of Architecture