

Preeti Sinha

Experience Design Leader · Enterprise AI & Digital Platforms

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Senior Experience Design leader with 10+ years delivering enterprise-scale digital products at **U.S. Bank, KPMG, and Verizon** — spanning cloud platforms, compliance systems, AI-powered workflows, and consumer-facing applications used by millions. Expert in end-to-end product design from ambiguous discovery through launch: information architecture, multi-modal interaction design, design systems, and executive influence. Proven track record driving measurable outcomes: **40% faster onboarding · 25% higher satisfaction · 20% task-success improvement**. IAAP-certified accessibility advocate. Expert in Figma, AI agents (Copilot, Claude), and design systems at scale. Poised to bring this depth to Bank of America's XD IV mandate — shaping vision, mentoring designers, and influencing across product, engineering, and executive stakeholders.

EXPERIENCE

Lead Experience Designer · U.S. Bank

New York, NY | 2020 – Present

- Owned end-to-end UX for Global Treasury Management Onboarding flows— an enterprise cloud platform serving 100K+ clients and millions of daily transactions — executing across a full discovery-to-launch lifecycle including information architecture, user flows, journey maps, wireframes, high-fidelity Figma prototypes, and engineering handoff.
- Designed a scalable Figma design system (Auto Layout, tokens, reusable components) adopted across 5+ product teams, enforcing brand consistency and accelerating delivery.
- Leveraged AI agents in production — Copilot, Figma Make, and Claude AI — for rapid concept iteration and prototyping, enabling engineering and product partners to visualize complex workflows before build; championed AI-powered design practices across the org.
- Led stakeholder alignment across 50+ cross-functional partners (product, engineering, data science, legal, compliance), embedding UX into OKR planning — driving 25% higher user satisfaction and 20% improvement in task success.
- Conducted contextual inquiry, stakeholder interviews, surveys, and usability testing (UserZoom, Quantum Metric); synthesized insights into product direction and enhanced customer journeys, cutting onboarding time by 40%.
- Championed WCAG 2.1 AA accessibility across the platform; IAAP-certified; partnered with engineering from concept through QA to preserve design intent and compliance.
- Recognized with Spot Award (2025) for driving Quantum Metric analytics adoption and Shield Award (2023) for design leadership excellence within Global Treasury Management.

Senior UX Designer · KPMG

Montvale, NJ | 2018 – 2020

- Led UX for enterprise audit platforms — Audit Inspection Management and PCAOB workflows — enabling administrators to manage complex, compliant systems at scale; directly comparable to BofA's transactional, regulated environment.
- Delivered KPMG US Portal redesign, SAP Fiori Launchpad, TCM tool, and Advisory Skills Database — each simplifying high-complexity workflows for thousands of users across multiple lines of business.
- Ran generative and evaluative research (focus groups, contextual inquiry, heuristic evaluation) and translated findings into scalable product designs; mentored junior designers and organized design critiques.
- Partnered in Agile sprints with engineering and product leads ensuring pixel-accurate implementation; conducted post-launch usability testing to validate and iterate.

UX Designer · Verizon

Basking Ridge, NJ | 2017 – 2018

- Designed Chatbot Decision Tree dashboard and Brand Identity refresh within Verizon's Digital Creative group — complex multi-modal interaction flows improving customer experience at scale across web and mobile.
- Produced 200+ iOS and digital interface mockups in Sketch, Adobe Illustrator, and Zeplin; leveraged HTML5/CSS3 fluency to collaborate directly with engineers for pixel-precise delivery.
- Conducted on-site usability testing and site visits to validate prototypes and refine live experiences based on observed user behavior.

CORE SKILLS & TOOLS

Design Leadership	End-to-end XD · Information Architecture · Multi-modal Interaction · Conversation Design · Cross-product Navigation
Design Tools	Figma (Design Systems · Auto Layout · Tokens · Components) · Sketch · Adobe Illustrator · Mural · Zeplin
AI & Emerging Tech	AI-powered prototyping · Copilot · Claude AI · AI Agent workflows · Rapid concept iteration · Prompt-driven design · Claude Code
Research & Analytics	UserZoom · Quantum Metric · Adobe Analytics · Power BI · Contextual Inquiry · Heuristic Evaluation · A/B Testing · Journey Mapping
Collaboration	JIRA · Confluence · Agile / Scrum · Stakeholder alignment · Design system governance · Developer handoff · Executive influence
Accessibility	IAAP-Certified · WCAG 2.1 AA · Inclusive design · Accessible component patterns · Accessibility evangelism
Tech Fluency	HTML5 · CSS3 — enables close engineering partnership from concept through launch

EDUCATION

MBS — User Experience Design (UXD)	Rutgers University, NJ 2017
MBA — Business & Human Resources	Amity Business School, India

CERTIFICATIONS & RECOGNITION

IAAP Accessibility Certification · IBM Enterprise Design Thinking Co-Creator · UserZoom Platform Essentials · Quantum Metric CPD Foundations · Microsoft Power BI (NASBA) · Responsive Design & Inclusive UX (Deque University, 2024)

🏆 Shield Award, U.S. Bank (2023) · 🏆 Spot Award, U.S. Bank (2025)