Soumil Panwar

User Experience Design & Strategy

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EDUCATION

Masters of Science
Strategic Design & Management
Parsons School of Design, New York
Aug 2021-May 2023
• Dean's Merit Scholarship: 75% of the tuition.
• Research Assistant, Student Assistant

Bachelors in Design
Product Design
IIIT Jabalpur, India
Aug 2016- May 2020

EXPERTISE

Design Skills

Sprints, Road Mapping, Branding, Service Blueprinting, Storyboarding, Business Modeling, Ethnography, Interviewing, Insight Synthesis, Journey Mapping, Wireframing (low-fidelity), Digital Prototyping (high fidelity), Usability Testing, Wizard of Oz, Workshop Facilitation

Management Skills

Leadership, Collaborative Teamwork, Public Speaking, Pitching, Human-Centered Design, Project Management, Collaboration, Communication, Product Management, PI Planning, Requirements, Agile

Tools

Illustrator, Premier Pro, Adobe XD, Miro, Mural, Sketch, Figma, Rhino, Keyshot

ACHIEVEMENTS

Hackathon Winner | 2021
Beat the Pandemic by MIT
Project: Clear Care

Hackathon Winner | 2021
D'Source Covid Design Challenge by IITB and NID
Project: Rail Saarthi

Patent Granted | Jan 2022
Design of a frugal washing machine

RnD Grant | 2019
Received $12,000 for the design and development of Saarthi, a self-mobility vehicle for the wheelchair-bound

ABOUT ME

I'm a compassionate UX designer specializing in innovative problem-solving. With expertise in research and data analysis, I distill complex information into impactful digital products and experiences. My focus lies on creating solutions that evoke positive emotions through human-centered design and enhance usability. Committed to making a meaningful impact, I strive to improve people's lives through design.

PROFESSIONAL EXPERIENCE

Optym Inc.
Senior User Experience Designer   **Oct 2023 - Present**
• Driving user-centered product development for transportation and logistics clients using Optym's AI optimization as a UX Designer and Researcher.
• Leading a design team to transition Optym Rail's services to scalable product solutions, focusing on high-value asset and service optimization.
• CN Rail: Conducted 32 discovery workshops with 38 stakeholders, synthesized 300+ requirements, leading 3 designers to deliver end-to-end UX/UI for PowerOps, a locomotive management tool.
• Southwest Airlines: Designed GateAI, an AI-powered gate optimization tool, improving gate utilization by 35% and reducing delays by 18%, achieving scalability and securing a $5M+ contract.

Northwell Health
Graduate Product Designer   **Jan 2022 - May 2022**
• Led collaborative workshops with product managers and UX researchers, gaining insights into business requirements and regulatory constraints, driving successful product development.
• Proposed UX adaptations to enhance digital journeys, prioritizing inclusivity and accessibility for New Yorkers with limited language proficiency, driving impactful advancements in care experiences.
• Introduced 17 new touchpoints in the digital application journeys, resulting in a 40% reduction in specialized care time and annual cost savings of $30 million by minimizing patient no-shows.
• Introduced care advocates to address cultural barriers and empower patients intimidated by the healthcare system, facilitating access to care for 1.93 million immigrants in NYC each year.

YUJ Designs
User Experience Designer   **Mar 2021 - Aug 2021**
• Led the redesign of YUJ Intranet and introduces the Individual Development Plan (IDP) for employees to request mentorship towards career growth internally and tested digital prototypes with 13 designers before development handoff.
• Performed heuristic evaluations for potential clients, utilizing expert insights to identify usability issues, and successfully onboarded 3 clients within 6 months through the creation of impactful pitch decks.
• Streamlined a personal lending ecosystem for a fin-tech client, reducing loan approval time to 2 minutes by reducing underwriting time by over 60%.
• Utilized affirmation sharing within teams to capture employee behavior, enabling senior management to align employees with the company's corporate culture across 7 new parameters.

Rites and Bites Inc.
Product Design Intern   **Dec 2019 - Jun 2020**
• Articulated a comprehensive vending machine system consisting of $30 snack machines and three mobile applications for enhanced ordering, security, and inventory management.
• Conducted A/B testing on two mobile applications, involving 18 users, to optimize the user experience (UX) and ensure seamless access to information and affordance within small communities.

D'Scope Design Studio
Founder   **Jun 2018 - Aug 2021**
• Pioneered a design thinking-led strategy consulting studio focused on product and service design with 5 design consultants to onboard and serve 18 global clients.
• Cultivated a design culture among the team and established communication protocols for smooth client experiences through project conception to delivery.
• Drove transformative outcomes through product discovery and road-mapping workshops, to redesign 3 consumer-facing digital products and 2 corporate websites, inspired in user research, product strategy and user testing.

PROJECTS

GateAi: Optimizing Gate Assignments and Management for Large Airlines
Developed a tool for airlines to manage and optimize gate assignments for flights, reducing turn around times and ensuring timely departures.

Explorean: Transforming Intent of Investments in Young Investors
Developed a game-based investing platform to empower young investors with financial literacy and promote ethical investing for long-term systemic impact and monetary gains.

Predictive Expense Tracking Tool for Banking Applications
Researched financial habits of 40+ users to create a goal-based expenditure monitoring application for Gen Z, promoting a behavioral shift toward savings.