

# Avani Nagar

User Experience Designer

## WORK EXPERIENCE

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avaninagar.com

2024 - Present



### Dr. Reddy's Laboratories, Hyderabad

User Experience Designer | Designing Digital Products and Experiences

- Driven UX of core enterprise applications in **Infrastructure Security & Digital Design COE**.
- End to end redesign of Dr. Reddy's Global **ITSM Tool (Powered by ServiceNow)**
- Leading **Front End Finance Transformation** for org wide **Accruals Management, Capital Expenditure**

#### Core Projects & Impact:

##### Global ITSM Tool Redesign (Powered by ServiceNow)

- Impacted 25,000+ global employees with an intuitive ITSM experience, reducing reliance on IT support.
- Increased self-service adoption by 60%, enabling faster issue resolution and fewer IT escalations.
- Cut task completion time by 20% and instrumental in reducing overall clicks by 50% to outcome.

##### Accruals Management Solution

- Optimised Financial Processes: Accelerated accrual approvals by 60%, reducing month-end closing delays.
- Improved Compliance & Audit Readiness: Enhanced transaction traceability, reducing audit discrepancies by 30%.
- User Efficiency Gains: Decreased task completion time by 35%, benefiting finance teams across the organisation.

##### CAPEX Management Platform Design

- Accelerated CAPEX approvals by 25%, reducing bottlenecks for finance and procurement teams.
- Improved financial forecasting accuracy by 15%, helping leadership make data-driven investment decisions.
- Strengthened cross-team collaboration, making capital expenditure planning more transparent and accessible.

##### UI Design System Revamp

- 40% faster product development by enabling teams to reuse standardised components instead of designing from scratch.
- 80% component reuse rate, ensuring a scalable and consistent design language across platforms.
- Higher adoption of design best practices, standardising UI behaviour across all digital touchpoints.

##### Visual Design Initiatives

- Accelerated product adoption & understanding – Improved awareness, reducing learning curves by 50% and increasing feature adoption by 35%.
- Increased platform recognition by 50% through designing cohesive branding and visual identities for end to end products.
- Enhanced change adoption (ADKAR-driven UX) – Reduced resistance to new systems, increasing task completion rates by 30% and driving seamless user transitions.

## INTERNSHIPS

2020 – 2023



### Ogilvy & Mather

Creative Art & Design Intern  
3 Months

### Jovian Swiftace Inc.

Graphic Design Intern  
6 months

### 33 & Third Consultants LLP

Visual Communication Intern  
2 Months

## EDUCATION

### Graduation

B.Des at Indian School Of Design &amp; Innovation, Mumbai

### Higher Secondary

Narsee Monjee College of Commerce &amp; Economics, Mumbai

### Primary & Secondary

Hiranandani Foundation School, Thane



## SKILLS

Design Thinking, UX Research, UI Design, Visual Design,  
Conceptualisation, Design System Building,  
Stakeholder Management, Adaptability, Leadership