

AALAP VASAVADA

Lead UX Designer

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Portfolio: <http://aalap.me>

SUMMARY

Lead UX Designer with 15+ years shaping digital ecosystems across travel, fintech, EV automotive, telecom, and lifestyle domains. Skilled in product experience strategy, cross-functional leadership, and delivering intuitive, scalable experiences across platforms.

CORE SKILLS & TOOLS

Design Thinking • UX Strategy • Interaction Design • Prototyping • Journey Mapping • Usability Testing • Accessibility • Design Systems • Stakeholder Management

Tools: Figma • Miro • Adobe Suite • Jira • Confluence

EXPERIENCE

Publicis Sapient | Lead Experience Design

Nov 2023 – Present | Remote (Vadodara)

- Lead UX for Carnival UK's P&O Cruises and Cunard, defining strategy, flows, and interfaces across booking and onboard ecosystems.
- Drive end-to-end design delivery, from discovery to production-ready handoffs.
- Partner with UK-based stakeholders to align on KPIs, usability goals, and customer outcomes.
- Mentor and manage a design team, promoting collaboration and growth.

Publicis Sapient | Senior Associate, Experience Design L2

Dec 2021 – Oct 2023

- Designed and optimized multi-platform journeys, enhancing booking efficiency and guest satisfaction.
- Conducted research and rapid usability testing to validate design hypotheses.
- Collaborated cross-functionally with developers, analysts, and PMs in agile delivery.

Leape Technologies - Lean Product Engineering | Co-Founder & Design Lead

Nov 2020 – Dec 2021 | Vadodara

- Founded and scaled a boutique UX and software consultancy delivering products for SMEs and startups.
- Directed UX strategy, client relationships, and delivery operations.
- Built a cross-functional team across design, engineering, and content.

Wizz Financial (formerly Finabl/PEaaS) | Design Lead UX/UI

Apr 2017 – Nov 2020 | Vadodara

- Led UX for fintech application Unimoni serving global users, focusing on cross-border payments and compliance flows.
- Established reusable design systems, reducing design-to-dev cycle by 30%.
- Collaborated with PMs and engineers to balance regulatory needs with intuitive UX.

TalentAnywhere (Client: Mobile Tornado, Israel) | Designer

Jan 2014 – Mar 2017 | Vadodara

- Sole designer managing UX/UI for enterprise PTT (Push-to-Talk) apps.
- Improved usability and visual consistency across Android and iOS products.

Earlier Roles (2006 – 2014)

Held progressive roles as Web & Creative Designer at Byte Grafix, Comfort Click (Formerly Darshan Softech), TUV SÜD, and others, designing websites, e-commerce portals, and brand assets for international markets.

EDUCATION & CERTIFICATIONS

- Certified Usability Analyst (CUA) – Human Factors International, 2022
- Product Design in AI – Udemy, 2024
- Design Thinking & Human-Computer Interaction – Interaction Design Foundation, Denmark, 2018
- Advanced Diploma in Multimedia Design – Arena Multimedia, Vadodara, 2005
- Bachelor of Commerce – Maharaja Sayajirao University, Vadodara, 2005

KEY HIGHLIGHTS

- 1st Runner-Up Publicis Sapient Studio Design Initiative (2023)
- Recognised for outstanding performance on the Carnival UK project at Publicis Sapient (2022)
- Founded and led Leape Technologies, a lean product engineering software studio

LANGUAGES & INTERESTS

Languages: English • Hindi • Gujarati

Interests: Guitar • Music Production • Automobiles • Sports