

RAVI PALWE

Senior Manager, Experience Design

Greater Richmond Region, VA | (804) 405-7273 | ravi.palwe@gmail.com
ravipalwe.com | linkedin.com/in/ravipalwe

PROFESSIONAL SUMMARY

I design the systems that wealth advisors and underwriters use when real money is on the line. For 15 years, I've worked at Vanguard, Bank of America, Capital One, and Markel, building platforms where "the algorithm said so" isn't good enough. People need to see the why. At Vanguard, I reduced frontline crew research time from 45 minutes to under 5. At Markel, I consolidated 7 legacy underwriting systems into one platform, saving \$4.1M annually. I can go from Figma to working code using Cursor and Expo, and I've shipped a product to prove it. Now looking to lead design for a team building AI-powered products where trust and transparency actually matter.

EXPERIENCE

Senior Manager, Experience Design

Nov 2021 – Present

Capgemini (Client: Vanguard) | Richmond, VA

Led the design of Signals Program, a sales intelligence platform that surfaces behavioral signals to wealth frontline crew — replacing manual prospect research across seven disconnected marketing systems.

- Led digital transformation of legacy applications and web experiences into modern, AI-enabled platforms — aligning design strategy with enterprise modernization goals across multiple product lines
- **The problem:** Sales reps were spending 30–45 minutes per prospect manually digging through 7 different marketing systems. Nobody trusted the old lead lists
- **What I built:** Designed a scoring system that shows advisors the evidence. Not just a number, but why someone is warm. Built explainable AI patterns so advisors could see the behavioral signals behind every recommendation
- **How it turned out:** Research time dropped from 45 min to under 5. Conversion went up 23%. 87% daily adoption across 200+ advisors
- Also leading the modernization of Vanguard's advisor platform: fund page redesigns, design system governance, and coordinating design direction across 4 product teams and [X] designers

Senior Product Designer, Data Platforms

Feb 2021 – Nov 2021

Ettain Group Inc. (Client: Bank of America) | Richmond, VA

- Owned UX strategy for high-security internal data tools used by 500+ analysts across risk and compliance teams
- Set up a real research process (contextual inquiry, usability testing) and validated 12 concepts before anyone wrote code. Cut post-launch rework by roughly 40%
- Built a component design system and got 3 product teams to actually adopt it. The building was the easy part; the evangelizing was the real work. Reduced design-to-dev handoff time by 30%

Senior Product Designer, Data.XD

Sep 2020 – Jan 2021

Pyramid Consulting Inc. (Client: Capital One) | Richmond, VA

- Built data trust platforms that helped 1,000+ data consumers trust data they didn't create. Mostly about showing lineage and letting people audit sources before feeding datasets into models
- Rapid prototyping sprints on 2-week cycles with product and engineering. Shipped 3 validated concepts in 4 months
- Developed reusable patterns for data-heavy interfaces: search, filtering, comparison views across massive datasets. The kind of patterns that save the next designer 3 weeks

Senior Product Designer

Jan 2018 – Sep 2020

Synechron (Client: Markel Insurance) | Richmond, VA

This was the big one. Consolidated 7 ancient underwriting systems into 1 platform. The largest digital transformation in Markel's history.

- **The mess:** 12 days to process quotes. 7 different logins. 62% form success rate. Mapped the entire quote-to-bind journey, found 23 redundant steps and 4 critical failure points

- **What I did:** Redesigned forms with progressive disclosure, phased the rollout across 3 lines of business. Turns out people finish forms when you don't ask 47 questions upfront
- **Results:** 12 days → 7 days. 62% → 94% form success. 18% → 2% error rate. \$4.1M annual savings. 6-month ROI

Earlier Roles

2011 – 2018

Enterprise UX – Financial Services & Insurance | India & US

- Senior Manager, UX Design | Synechron, India – Led 8 designers across 3 banking clients. Built the UX practice from scratch
- Manager, UX Design | Capgemini / HP WorkWise – Designed workforce management tools. Introduced user research into a team that had never done it
- UX Consultant | TCS (Client: AXA Insurance) – Redesigned claims workflows for European markets. Cut task completion time by 25%
- UX Designer | IGATE (Client: McDonald's) – Mobile ordering and kiosk interfaces for pilot locations. Where I learned that speed matters more than polish

SIDE PROJECTS

The One | Focus App

2024

Personal Project | Shipped Product

- Built in 3 weeks using Cursor, Windsurf, and Expo (React Native). One task visible at a time. No list, no backlog. I built it to prove I can ship, not just make mockups
- 87% daily active user retention vs. 40–60% industry average. The ADHD community picked it up and calls it a “cognitive prosthetic”

SKILLS

Design: Figma (tokens, variables, auto-layout), design systems, prototyping, interaction design, information architecture, accessibility (WCAG 2.2 AA), design ops

AI/ML Design: Explainable AI patterns, human-in-the-loop design, trust calibration, confidence indicators, AI transparency frameworks

Research & Strategy: Jobs to Be Done, contextual inquiry, usability testing, service blueprinting, journey mapping, A/B testing, product strategy, stakeholder management, cross-functional collaboration, Agile/Scrum

Technical: High-fidelity prototyping and front-end development (HTML, CSS, JavaScript, React Native/Expo), AI-assisted development tools (Cursor, Windsurf, Claude Code), design-to-code workflows

EDUCATION & CERTIFICATIONS

Human Factors in AI Duke University	2025
HFI-Certified Usability Analyst (CUA) Human Factors International	2015
UX Management: Strategy and Tactics Interaction Design Foundation	2013
Design Thinking IDC, IIT Mumbai	2016
M.S. Information Technology University of Allahabad, India	2004
Bachelor of Commerce Jiwaji University, India	2003