

SHYAMAL DHAR

Experience Design & Strategy Executive

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PROFESSIONAL SUMMARY

Transformational UX executive with 25+ years of experience driving business outcomes through strategic design vision and product excellence. Currently lead a global design team across five product lines generating \$100M+ in annual revenue. Proven track record scaling design operations, modernizing enterprise SaaS systems, and integrating AI-driven efficiencies into product design and development. Established design as a competitive advantage across regulated industries including life sciences, healthcare, financial services, and insurance. Deep expertise in WCAG 2.1 accessibility compliance.

CORE COMPETENCIES

Design Leadership & Strategy | Generative AI & Agentic UX | Design Systems & Design Language | Content Design & Content Strategy | Enterprise SaaS | Global Team Leadership | Cross-Functional Executive Partnership | Accessibility (WCAG 2.1) | User Research | Design Operations | Customer Experience Strategy | Design-to-Code Workflows | Business Impact & Portfolio Strategy

PROFESSIONAL EXPERIENCE

Axtria Inc. Nov 2022 – Present

Senior Director, Experience Design

Strategic Leadership and Business Impact

- Lead experience design for a \$100M+ revenue product portfolio spanning data analytics platforms and applications serving pharmaceutical and life sciences clients.
- Lead a 15-person global design team, including Associate Director-level design leaders managing distributed reports across multiple regions, with direct coaching of senior designers and design managers.
- Advanced organizational design maturity to NN/g Stage 3, positioning design as a strategic business partner rather than a service function.
- Drive organization-wide design modernization, establishing a comprehensive design language system and design-to-code workflow across five product lines.
- Established user research as a core design capability, embedding qualitative research methods into product discovery and the delivery lifecycle, with customer sentiment and renewal as shared KPIs across design and product.
- Partner with product executives to shape new revenue-generating workstreams, embedding design strategy into commercial planning and customer experience initiatives.
- Partner with Implementation and Customer Excellence teams to identify and resolve high-impact user pain points surfaced through customer engagements.

Operational Excellence and Innovation

- Led adoption of generative AI assistants across the design team and developed custom AI skills tailored to the enterprise design system (Figma and code), enabling reusable AI-assisted component scaffolds for both traditional and agentic interfaces.
- Established an AI agent framework to test and validate AI agent user experiences, building organizational capability to design for emerging agentic product surfaces.
- Partner with Product Management and Engineering leadership to align UX priorities with roadmap commitments and delivery velocity.
- Embed WCAG 2.1 accessibility standards into design governance and delivery processes across the product portfolio.

MetLife Jul 2018 – Nov 2022

Director, Experience Design

Enterprise-Scale Design Leadership

- Led enterprise UX transformation that drove a 42% increase in user engagement across MetLife.com in the US market.
- Managed end-to-end customer experience for a global rollout spanning 41 international markets, including content design and content strategy for localized .com marketing sites across regions.
- Directed comprehensive design system development, establishing scalable visual identity and experience principles across the MetLife digital ecosystem.
- Launched the MetLife Korea 360 Health mobile app, achieving 1M+ downloads within five months through a human-centered design approach.

Cross-Channel Strategy and Execution

- Orchestrated UX pattern lifecycle management from conceptual design through AEM implementation for global marketing initiatives.
- Established data-driven design practices including A/B testing programs, measuring release adoption and user engagement to drive empirically grounded experience decisions.
- Spearheaded an accessibility standards integration initiative across design and development.

Kony Inc. (acquired by Temenos) Mar 2013 – Jul 2018

Director / Senior Manager, Experience Design

Product Strategy and Team Building

- Founded and scaled the design organization from startup to a 10-person team supporting rapid product growth.
- Defined UX strategy for an industry-leading MBaaS platform recognized as a Gartner Magic Quadrant Leader for five consecutive years.
- Led design for the Digital Banking Customer 360 product, establishing the user experience framework from the ground up.
- Managed enterprise client relationships from a UX perspective, including JPMorgan Chase, Citibank, Scottrade, and other Fortune 500 financial services firms.

Innovation and Market Leadership

- Evangelized design thinking across a traditionally engineering-focused organization.
- Established cross-disciplinary collaboration processes for rapid product development cycles.
- Mentored junior design talent while maintaining design quality standards across multiple product releases.

EARLIER EXPERIENCE

2001 – 2013: Progressive design leadership roles at Digital Avenues Ltd., Kony India, and other organizations, building foundational expertise in financial services, user interface design, and team management.

CERTIFICATIONS

Certified Usability Analyst (CUA), Human Factors International, Inc.
IBM Accessibility Advocate, IBM

RECOGNITION

Design Excellence Award — Axtria DataMax
Operational Success Recognition — MetLife 360 Health App
Gartner Magic Quadrant Leader — Kony MobileFabric Platform

EDUCATION

University of Calcutta — Honours Graduate, English 1995 – 1998

Burdwan University — Bachelor of Laws (LL.B.) 1999 – 2002