

Dhruv Sharma

he/him 🌈

Human-Centered Design and Customer Experience Leader with 9 years of experience. Developed a strong expertise in designing end-to-end customer journeys & digital products and successfully led design teams in building a clear vision and implementation roadmap, resulting in the successful launch of new ventures and the re-imagination of digital experiences.

Certified **Design Thinking Trainer & Coach** (Singapore ALP, HFI, ADPList) with experience in coaching professionals across APAC, Australia, India and Middle East.

🌏 Sydney, Australia

🧑🏽 thatguydhruv.com.au

💌 hello@thatguydhruv.com.au

☎️ +61 484 940 643

Work History Top Projects &More

FULL-TIME WORK

Strategic Design Leader

SEP 2019 - Present
3 years and 10 months

Topic Leadership Role 👩🏽‍💼
I lead end-to-end design engagements in diverse industries such as FI and Insurance, Public Sector, and Consumer Retail, reimagining front-to-back user/ customer/employee journeys, launch new ventures to support business vision, and build effective DesignOps for teams as part of digital transformation initiatives. I also lead teams to create seamless website & mobile experiences, run effective growth experiments, and launch impactful digital marketing campaigns to support clients' digital growth agenda.

Functional Leadership Role 🌈
I also serve as the OneBCG functional lead for Pride@BCG in Asia Pacific, where I push our diversity agenda, foster affiliation for over 40 members in Asia Pacific, and grow our network of LGBTQIA+ members.

L&D Role 👩🏽‍🏫
I'm involved in up-skilling and mentorship programs at BCG and trained many professionals internally and externally on Design Thinking & HCD topics.

Centre of Excellence Leader

JAN 2016 - SEP 2019
3 years and 8 months

Topic Leadership Role 👩🏽‍💼
I led a diverse team of human factors specialists, researchers, visual designers, and front-end developers to create re-imagined customer journeys and digital product experiences (mobile, desktop & wearables) for clients in the FI & Insurance, Telco, and Consumer Retail sectors. I was responsible for managing client relationships, overseeing project delivery, and conducting research initiatives. I developed research guides and protocols, facilitated research sessions and analysis workshops, and transformed insights into design decisions, resulting in designing high fidelity prototypes to implement intuitive and user-centric experiences.

L&D Role 👩🏽‍🏫
I was responsible to coach the human factors specialists & research cohort to enable them with relevant skills in human centred design, usability testing, persuasion engineering and ethnographic research. I was also the Lead Trainer for HFI's global certification program CUA, where I trained 100+ professionals across India, APAC, South Africa, and the Middle East.

Senior Manager - Design

AUG 2015 - DEC 2015
5 months

I played a pivotal role in designing and launching the venture with co-founders and product team, by collaborating on an effective Go-To-Market (GTM) strategy. I was responsible for all design, branding and digital marketing to generate greater adoption of our product.

Starting with conducting user research and market testing, to gather early insights from customers, I continuously identified and analyzed scope, trends, and behavior to generate innovative ideas and iterate on our product.

I efficiently managed launch timelines and effectively optimised resource allocation. Additionally, I ensured the seamless deployment of pixel-perfect product alongside the tech team and the CTO.

I also participated in the hiring process, conducting interviews to build a talented design team and operations.

User Experience Designer

SEP 2014 - AUG 2015
1 year

I played a pivotal role in designing and launching the venture with co-founders and product team, by collaborating on an effective Go-To-Market (GTM) strategy. I was responsible for all design, branding and digital marketing to generate greater adoption of our product.

Starting with conducting user research and market testing, to gather early insights from customers, I continuously identified and analyzed scope, trends, and behavior to generate innovative ideas and iterate on our product.

I efficiently managed launch timelines and effectively optimised resource allocation. Additionally, I ensured the seamless deployment of pixel-perfect product alongside the tech team and the CTO.

I also participated in the hiring process, conducting interviews to build a talented design team and operations.

MOONLIGHTING

thatguydhruv

SEP 2013 - Present
9 years and 9 months

New Venture Support

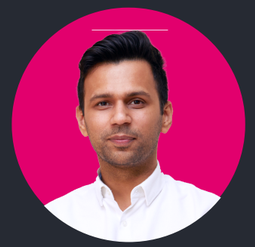
Anything you need to start building your online presence (website, logo, branding, customer journey, research, social media, etc.)

Existing Business Support

Anything you need to improve your current business (UX Reviews, CX Support, Interaction Design, Team Coaching & Mentorship)

Coaching & Mentorship

Trainings on Design Thinking topics as well as team & 1:1 coaching



Dhruv Sharma

he/him

Human-Centered Design and Customer Experience Leader with 9 years of experience. Developed a strong expertise in designing end-to-end customer journeys & digital products and successfully led design teams in building a clear vision and implementation roadmap, resulting in the successful launch of new ventures and the re-imagination of digital experiences.

Certified **Design Thinking Trainer & Coach** (Singapore ALP, HFI, ADPList) with experience in coaching professionals across APAC, Australia, India and Middle East.

Sydney, Australia

thatguydhruv.com.au

hello@thatguydhruv.com.au

+61 484 940 643

Head of Design, 2019

Led a team of 6 designers for a digital challenger bank serving 7 million customers, overseeing its transformation to become a leading player in India's financial landscape

Devised omni-channel front-to-back (F2B) journeys, optimizing customer acquisition, retention, and engagement, as well as internal employee experience, for **8 key lending and asset products** (such as home lending, car loans, 2W loans, mobile banking, AMS etc.)

Led multiple ethnographic research sessions to gain valuable insights into customer needs and pain points, informing strategic decision-making processes.

Successfully recruited and mentored a team of design professionals, established strong design frameworks and facilitated trainings to enhance bank's digital design capabilities.

Fostered a collaborative and forward-thinking culture within the organization through thought leadership, driving design agenda and promote cross-functional teamwork to deliver exceptional results.

Digital Growth Lead, 2022

Led a team of 5 (design & product) for a leading cruise line, to implement short-term and medium-term growth initiatives aimed to drive a +50% uplift in website conversions

Designed and implemented short-term growth experiments on website and social media campaigns, leading to **+70% increase in website traffic and +40% uplift in bookings/week (Q2 2022)**

Re-designed the end-to-end website experience along with a new design system to integrate new features and scalable modules. Also built a 2-year phased implementation roadmap for website transformation.

Enabled a significant capability lift for Product & Digital Marketing teams with revised org structure and capability framework.

Diagnosed 4 key enablers to effectively improve Call Centre productivity in a **12 month rapid-action-plan (RAP).**

Digital Design Manager, 2022

Led a team of 3 (design & product) of a Digital Solution Empowering Educators and Students throughout the State

Conducted in-depth ethnographic studies and observations to design an experience **enabling 200,000 educators** to effectively conduct competency-based teaching for **5 million students.**

Designed a 12-week program to build the mobile app and optimise on-ground operations across the state, enabling a re-imagined teaching and learning experience.

Enabled the design and product teams to utilise growth design frameworks to incrementally run experiments aimed at driving product adoption & engagement.

User Experience Lead, 2023

Led the design and build for risk estimation tool to support one of the offices of Australian Government

Facilitated stakeholder workshops to uncover existing risk assessment frameworks in Australia & the UK used to evaluate investment cases and mapped out key opportunities of improving user experience.

Collaborated with data scientists to design the tool, enabling intuitive experience and simplified data visualisation.

Lead Trainer, 2023

Led the design and facilitation of Design Thinking module as a part of Digital Upskilling Program with the Govt. of Singapore

Designed Design Thinking curriculum for ICT professionals, in accordance with Singapore's Qualification Framework, enabling them with relevant skills in digital work landscape in Singapore.

Facilitated **Design Thinking training for 40+ ICT professionals** with hands-on training and mentorship briefings.

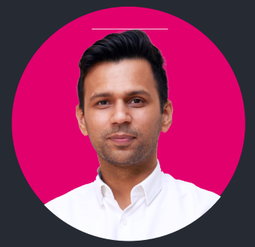
User Experience Lead, 2017

Optimised and redesigned the customer experience for Account Origination & Management, as a part of digital transformation program for Standard Bank of South Africa

Conducted user research & usability studies to identify strategic design interventions required to revamp customer experience for South African market.

Designed and developed new design system to provide seamless & cohesive experience to customers across all asset & lending products.

Conducted HCD trainings for internal cross-functional teams to uplift in-house capability.



Dhruv Sharma

he/him 🌈

Human-Centered Design and Customer Experience Leader with 9 years of experience. Developed a strong expertise in designing end-to-end customer journeys & digital products and successfully led design teams in building a clear vision and implementation roadmap, resulting in the successful launch of new ventures and the re-imagination of digital experiences.

Certified **Design Thinking Trainer & Coach** (Singapore ALP, HFI, ADPList) with experience in coaching professionals across APAC, Australia, India and Middle East.

🌏 Sydney, Australia

🤖 thatguydhruv.com.au

💌 hello@thatguydhruv.com.au

☎️ +61 484 940 643

QUALIFICATIONS

2022 I SINGAPORE 🇸🇬

Adult Learning Facilitator
OSSC, Institute of Adult Learning

2022 I Global 🌏

100 Mentorship Minutes
adplist.org

2022 I Global 🌏

UX Management Certification
Nielsen Norman Group

2016 I Global 🌏

Certified Usability Analyst
Human Factors International

2013 I NEW DELHI, INDIA 🇮🇳

Bachelor of Technology
Manav Rachna University

READING

Himalayan Dialogue
Stan Royal Mumford
Ethnographic insights on Tibetan & Gurung Shamans in Nepal

Atlas of the Heart
Benne Brown
Deconstructing and nderstanding emotion and human connection

REFERENCES

Monica Wegner
Managing Director & Partner
Boston Consulting Group,
Sydney, Australia
wegner.monica@bcg.com

Alan Wong
Partner
Boston Consulting Group,
Sydney, Australia
wong.alan@bcg.com

Ginni Jain
Principal
Boston Consulting Group,
Melbourne, Australia
jain.ginni@bcg.com

Trina Foo
Knowledge Senior Director - Retail & Digital Banking
Boston Consulting Group, Singapore
foo.trina@bcg.com

Masood Nasser
Vice President – Advanced UX
Human Factors International,
Mumbai, India
masood.nasser@gmail.com

Amita Nautiyal
Head – Learning & Organisation Development
Times Internet Ltd.,
New Delhi, India
nautiyal.amita@gmail.com

RECOMMENDATIONS



Penny Talalak · 1st
Designing for startups & corporates | Freelancer Mentoring aspiring UX/UI Designer
June 13, 2023, Penny reported directly to Dhruv

Dhruv's expertise and guidance were instrumental in our project's success. As a lead strategic designer, he displayed an exceptional ability to inspire and motivate our team. His positive attitude and unwavering support created a collaborative work environment where everyone felt valued and empowered. Dhruv's dedication to our collective growth was evident through his willingness to share insights, offer guidance, and provide valuable learning opportunities.

Dhruv went above and beyond to invest in my professional development. He recognized my potential and consistently pushed me to exceed my own expectations. Dhruv's open-mindedness allowed for a safe space where I felt comfortable sharing my ideas and seeking feedback. He provided constructive criticism and valuable advice that helped me refine my skills and expand my knowledge in design.

One aspect of Dhruv's leadership that truly stood out was his exceptional handling of clients. His positive attitude, energy, and professionalism set the tone for our interactions with clients. Dhruv's ability to effectively communicate complex ideas and solutions through his outstanding presentation and workshopping skills were truly impressive. He had a knack for capturing the attention of our clients and conveying our strategic design concepts in a compelling and persuasive manner.

Source : LinkedIn



Masood Nasser · 1st
Vice President, Advanced UX at HFI, ex Director of UX+ Design at Shaadi.com, Author of Effortless Prototyping,
October 25, 2018, Masood managed Dhruv directly

Dhruv works with me on key projects. He has a keen sense of Business, very strong fundamentals in UX and has a consulting flavor of doing work. He does not blindly follow clients but proposes what is the best for the project within a certain context. He worked on very complex payment systems where even clients were not clear of requirements, and how they fit in within the omni channel strategy.

He took a lead in getting more clarity and giving a solution that ultimately turned out to be a very lucrative feature (based on Analytics data). His prototyping skills are awesome and his work has saved countless hours in our long-term projects. Being a very fast learner, he quickly understands and implements things without too much overthinking and then refines it based on Research and User validation.

He goes beyond what is required to ensure a user-centric solution that serves business needs is technically feasible. He has a very good grip on technology, so he can work with tech to ensure things are done the way we have design it. His communication skills are impeccable, and he is fun to work with.

His communication skills are impeccable, which is why he is such a successful trainer of the CUA courses. He is a go getter with a very positive

Source : LinkedIn