







Indu Tomar

Senior Product Designer

I am passionate about creating intuitive digital products through a collaborative and iterative design process. I have worked both in-house and agency side for businesses ranging from small start-ups to large corporations. I've had the opportunity to work across various industries, including **travel, retail, finance, and customer experience**. Excellent communicator, able to work under pressure and meet demanding deadlines. Ability to work independently or to manage a design team. Specialise in combining data driven research insights with business objectives and strategy.

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-  British Citizen

Key Skill Set

- 10+ years of experience designing digital (web/app).
- Fluent in Figma, Sketch and Adobe Creative Suite.
- Thorough understanding of UX research, design thinking methodologies & design system.
- Strong visual design skills. Creative flair with branding, layout, accessible colour, typography.
- Strong presentation skills. Ability to present concept/ideas, both internally and to clients.
- Team player collaborating with all members of an agile team

Work Experience

Senior Product Designer - Coforge | Aug 2020 – Present

Worked on multiple applications for **H&T Group Plc**, projects including:

Point of Sale (POS) Application: Designed a cloud-based web application for **288+ UK stores**, helping them process **10,000+ daily transactions** (Pawn Loan, Renew, Paydown, Travel Money). Streamlined workflows, reducing transaction time by 60%.

Inventory Management System (B2B): Designed a cloud-based web application to simplify Stock management, Auctions and Invoicing. This reduced inventory errors by 82% and significantly increased efficiency, allowing users to process 88 items a day, up from 47.

Mobile Native App: Designed a native app enabling **90,000+ customers** to manage their Account, loans and monthly payments, resulting in **35% increase** in on-time payment and **20% reduction** in auctioned items.

- Led the end-to-end design process, from concept to launch in agile environment from concept to launch, with a focus on developing 0-1 products from the ground up.
- Conducted workshops with stakeholders to identify gaps and prioritize the essential features and functionalities.
- Conducted design thinking workshops, user research, user Interview and survey.
- Created interactive prototypes for stakeholder's feedback & usability testing to validate design concept.
- Developed multiple design directions quickly and iteratively, integrating feedback from stakeholders.
- Created wireframes, prototypes and high-fidelity mockups.
- Collaborated with development teams to ensure technical feasibility.
- Contributor to the design system and the design team culture including critique sessions and show and tell sessions.
- Collaborated with cross-functional team, multiple scrum team, product owner & developers.
- Mentoring Junior team members, Conduction session on new design trends & UX principles and offering constructive feedback.
- Ensuring an accessible experience by adhering to WCAG 2.1 AA & GDS standards.

Lead UI/UX Designer - Global Innovations

Mar 2018 - Aug 2020

Redesigned a **B2B SAAS platform** for **Travel agents** to enable seamless group bookings, corporate reservations, and comprehensive post-booking support.

Designed a data heavy DMC – ERP platform for end-to-end automation of destination management companies, tour operators and wholesalers.

- Created wireframes, prototypes and high-fidelity mockups.
- Presented design work to senior managers and client stakeholders
- Created & maintained brand guidelines & reusable component library across various platform/ applications
- Designed Presentations, visual materials (Brochure, banner) for Travel market events

UI/UX Designer - Ganit Softech (Start-up)

Jan 2017 - Jan 2018

- Redesigned a B2C application for TerminalA - to book Flight & Hotels.
- Designed a Flight and hotel booking App for GoMosafer - Android and iOS
- Responsibilities include; stakeholder management, UX planning, prototyping, user testing and final UI design, in an agile environment.

Lead UI/UX Designer - Discovery Software (Start-up)

Jul 2015 - Jan 2017

- Led the end-to-end design project for Myholidays.com (B2C), a multilingual platform (with 12+ language).
- Designed a Flight and hotel booking App - Android and iOS
- Responsibilities include; stakeholder management, UX planning, prototyping, user testing and UI design

UI Designer & Developer - Interglobe Technologies

Mar 2010 - Jul 2015

- Designed around the world booking Platform for SkyTeam
- Designed a B2C application for P&O Cruises - to book post booking onboard services
- Designed an OTA Platform for **Regency Travels & Tours** - to book travel services

Skills

Product Design	Visual Design	Prototyping	Accessibility (WCAG)
Service Design	Interaction Design	User Journey	HTML/CSS/JS
Design System	User Flow	Usability Testing	AB/MV Testing
User research	Wireframing	Mobile Design	

Tools

Figma	Photoshop	Microsoft Clarity
Fig Jam	Illustrator	Google Analytics
Miro	Jira	AI - Bolt.new

Education & Certifications

- Advanced Diploma in Multimedia (Art & Design) - Arena Multimedia
- Delighting Customers with Design Thinking
- UX Designers (WCAG 2.2)
- Use AI for efficient UX Research
- Agile Foundation: Scrum Methodology