Devanshu Narang

Senior Product Designer

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Summary

Senior UX designer with 13 years designing complex, data-heavy software for people who work under pressure: Comcast construction finance teams, field subcontractors, factory maintenance crews, and insurance brokers. Starts with field research, proves results with data, and wins over skeptical stakeholders.

Experience

Freelance UX Designer & WordPress Developer · Providence, RI · Jul 2025 – Present

- **Calling Your Bluff, Island Institute:** Designed and built the WordPress site for a coastal bluff erosion project, organizing research, maps, and volunteer monitoring guides so town planners and residents can find what they need.
- **MOD Group and Chebeague.org:** Redesigned navigation and content structure for an architecture firm and an island community site, and built both in WordPress.
- Ran each project solo, from requirements and stakeholder reviews through design, development, and launch.

Comcast · Senior Information Architect / Senior UX Designer · Philadelphia, PA · Oct 2019 – Jul 2025

- Led UX and information architecture for P2 Sphere, which tracks $3B+ in construction invoices for Comcast's network build. Replaced a developer-built Salesforce app with a custom React app used by 115,000+ employees, contractors, and vendors.
- Grew Sphere from P2 Lite, a read-only job tracker adopted by 8,000 users, by rebuilding whole apps as features: reconciliation, permitting, planning, storm damage repair, change orders, network connections, and warehouse inventory.
- Led a 2-year redesign of financial reconciliation, replacing downloaded spreadsheets and pivot tables with one live view of each job's costs. Cut invoice reconciliation from 20+ minutes to under 4.
- Designed Planning, which used AI to predict project completion dates. Eased staff fears of AI by showing how the predictions worked; finance proposed, adopted, and championed it.
- Recovered Permitting after a failed launch by running design sessions with its loudest critics, turning NPS from about −32 to about +32.

- Designed and built Vox, a training site and user forum, in 3 months. It cut repeat support tickets by two-thirds, averaged 8,000 users a day, kept 80–85% promoters for 4 years, and was considered for Comcast's Circle of Achievement award. Followed it with the Construction Portal, a learning platform where subcontractors earn certifications.
- Ran 5–10 shadowing sessions and interviews per feature across 3 divisions and 60+ senior leaders. Won over the West division, which had funded its own rival app, and created a rotating developer pod that kept shipped screens matching approved designs.
- Persuaded leadership to drop 3 months of Angular work for React and Material UI, then built a token-based design system shared by 3 apps and one brand across NGAN products. Sole designer for 3 years, then mentored 3 designers.

Designation Inc. · Founder & Principal Product Designer · Sioux Falls, SD and Philadelphia, PA · Jun 2014 – Oct 2019

- Ran a 4-person software studio (3 developers) serving 40 clients in insurance finance, ophthalmology, trucking, industrial automation, and local retail. Owned research, design, WordPress development, sales, account management, and developer project management.
- **Myi:** Designed web, iOS, and Android apps that let factory operators show remote equipment engineers a broken machine through video, annotated photos, and sensor data. Site visits showed operators wore gloves, worked in 85–95 dB noise, and lost signal in dead zones, so the app relies on large touch targets, visual markup instead of voice, and offline sync. Cut time to repair from days to under 45 minutes and saved customers about $6,000 per engineer visit day. Reached 38,000 users in 120+ facilities, including Bimbo Bakeries and Sara Lee.
- **Metis:** Designed and delivered an insurance premium financing platform that replaced paper contracts and spreadsheet math with automatic rate and fee calculation and e-signatures. Broker capacity rose from 15 to 40 contracts a month, and signed contracts rose from about 2 to 35 a month.

Other Experience

- **Archer Group**, Associate Art Director & UX Designer (contract)
- **Fox School of Business, Temple University**, Associate Director of Digital Marketing
- **International Education Opportunities**, Marketing Director
- **FLUXXR**, User Experience Designer, Jan 2013 – Dec 2014

Education and Certifications

- BS, Visual Art & Animation, South Dakota State University
- Wilderness First Responder

Skills

- **Research:** field shadowing, interviews, usability testing, task-time and error-rate benchmarking, journey mapping, heuristic evaluation
- **Design:** information architecture, interaction design, wireframes, prototypes, design systems, accessibility (WCAG 2.1 AA, Section 508)
- **Tools:** Figma, Storybook, Adobe XD, Principle, Jira, Confluence, Hotjar, WordPress, HTML/CSS, Claude, Cursor