DEVANSHU NARANG

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Summary

Senior Product Design leader with over a decade of experience passionately building and scaling complex platforms. I thrive on the challenge of taming intricate B2B and supply-chain challenges, and my core focus is on crafting best-in-class user experiences that directly drive measurable business outcomes.

Experience

Comcast, *Philadelphia, PA (Virtual)*
Senior UX Designer, Information Architect | *October 2019 – July 2025*

● **Pioneered and built a WCAG-compliant design system** and atomic component library from the ground up, used across three separate applications. This strategic initiative directly resulted in a 40% increase in project completion rates and a 55% reduction in time-to-market for critical internal tools.
● **Drove significant user satisfaction gains** by leading the end-to-end UX process for an enterprise application managing $3B in invoices and used by over 110,000 employees. Achieved a **65% increase in user satisfaction** and an **80% decrease in task completion time** following the implementation of research-driven design improvements, as registered from user surveys and feedback.
● Architected and launched a **supplemental digital platform** supporting process documentation, training courses, and indexed release notes, driving higher adoption rate for approx. **8000 users** and creating a direct channel between the users and the Product team.
● **Fostered the growth of junior designers**, providing one-on-one mentorship and establishing a clear contribution process to ensure their successful integration into the component library initiative. This guidance empowered the team to contribute to a critical, cross-functional project, solidifying their skills and accelerating their productivity.
● **Architected and launched two supplemental digital platforms** that created a direct feedback channel between over 8,000 users and the product team, a channel that was completely missing prior to this resource. The platform supported process documentation, training courses, and indexed release notes, and streamlined QA and support by making feedback more direct and actionable.

Designation Inc., *Sioux Falls, SD*
Founder, Product Owner & UX Lead | *June 2014 – October 2019*

● **Grew annual revenue from $10,000 to over $1M** by leading all aspects of the business, from sales and client acquisition to product design and project delivery. Successfully managed portfolio of over 40 clients.
● **Designed and launched Myi**, a **cross-platform supply-chain solution** that facilitated remote issue resolution for large companies like Bimbo and Sara Lee. The solution is now used by over 38,000 employees in 120+ companies and saved clients an average of **$6,000 per day on-site engineer visit**.
● **Led the development of Metis**, a groundbreaking insurance premium financing software. By digitizing paper-based workflows, this platform enabled a single broker to increase efficiency from 15 to 40 contracts per day, dramatically **accelerating the rate of signed contracts**.

Other Experience

● **Fox School of Business, Temple University** - Associate Director of Digital Marketing | 2018-2019
● **Archer Group** - Lead UX Designer | *2018*
● **FLUXXR** - Lead UX Designer | *2013-2014*

Skills & Expertise

● **Strategic Leadership & Product Thinking:** Product Strategy, Service Design, Systems Thinking, Behavioral Design, Go-to-Market Strategy, Cross-functional Leadership, Agile Product Management, Storytelling & Vision Setting
● **Design & Execution:** Design Systems & Component Libraries, Interaction & Microinteraction Design, High-Fidelity Prototyping, UI/UX Design, WCAG Compliance & Accessibility, Visual Design, Brand Identity
● **Research & Analytics:** Quantitative & Qualitative Research, Usability Testing, User Interviews, A/B Testing, Journey Mapping, Persona Development, Data Analysis
● **Tools & Technical Skills:** Figma (Expert), Adobe Creative Suite, HTML/CSS, Prototyping, Git