

DEVANSHU NARANG

75 Wood St., Providence, RI 02909 | 605.929.3339 | [Email](#) | [Portfolio](#) | [LinkedIn](#)

SUMMARY

Lead Product Designer & Systems Architect with 15 years of experience transforming dense enterprise ecosystems into scalable, high-adoption digital products. Blends agency founder acumen with Fortune 50 design leadership—specializing in complex information architecture, multi-brand design systems, and modern AI-accelerated product delivery.

PROFESSIONAL EXPERIENCE

Independent Practice | Principal UX Consultant & Product Strategist

Chebeague Island, ME & Providence, RI | July 2025 – Present

- Led UX architecture and end-to-end design for the NOAA-funded Calling Your Bluff Toolkit (Island Institute), synthesizing complex geological datasets, GIS mapping tools, and citizen-science monitoring guides into an actionable coastal resilience platform across Casco Bay communities.
- Architected and developed a responsive, custom WordPress platform for MOD Group, structuring site taxonomy, content hierarchy, and dynamic project showcases to elevate brand positioning for high-end architecture clientele.
- Modernized municipal and civic web infrastructure for Chebeague.org, overhauling navigation systems, mobile responsiveness, and content governance models to serve year-round and seasonal island populations.
- Integrated modern AI-assisted prototyping toolchains (Claude, Cursor, generative UI models) across client discovery and delivery workflows, significantly compressing concept-to-validation cycles.

Comcast | Senior Information Architect / Product Design Lead

Philadelphia, PA | October 2019 – July 2025

- Spearheaded the service design and product architecture to decouple legacy Salesforce workflows and launch **P2 Sphere**, scaling the enterprise construction finance platform to 115,000+ users across Comcast's Next Generation Access Network (NGAN) while drastically cutting licensing overhead.
- Conducted quantitative UX benchmarking (click depth, task completion times, error rates) and live field shadowing across Northeast, Central, and West divisions to consolidate fragmented multi-tab financial workflows into streamlined dashboard views.
- Architected and governed an enterprise-wide, semantic tokenized design system across 3 core NGAN applications, authoring versioning protocols and component libraries in Storybook to accelerate sprint velocity and prevent technical debt.
- Aligned 30+ cross-functional stakeholders and regional leadership teams via rapid-response SME focus groups, establishing a rapid triad cadence between Design, Engineering, and QA.
- Solo designed and developed an Azure-integrated User Access Management Dashboard embedded with WCAG accessibility standards, alongside **Vox** and the **Construction Portal**

learning modules to streamline enterprise onboarding and governance (~10,000+ users/month).

Designation Inc. | Founder & Principal Product Designer

Sioux Falls, SD & Philadelphia, PA | June 2014 – October 2019

- Founded and scaled a product design consultancy, managing end-to-end UX architecture, client strategy, and technical delivery alongside managing an engineering team of 4.
- **Myi**: Architected the end-to-end cross-platform ecosystem (Web, iOS, Android) enabling global manufacturing leaders (Bimbo, Sara Lee) and equipment OEMs to remotely troubleshoot plant-floor machinery; designed the atomic "Packet" data model (bundling real-time WebRTC video, compressed telemetry, and contextual messaging), saving clients an average of \$6,000 per engineer visit day across 38,000+ users in 120+ enterprises.
- **Metis**: Conceptualized and built a multi-tier Insurance Premium Financing platform, replacing manual paper contracts with automated interest/fee calculation engines and tokenized e-signature workflows; surged broker processing capacity from 15 contracts/month to 40/day and boosted contract completion rates from ~2/month to ~35/month.
- Managed end-to-end client accounts, sales strategy, product roadmapping, and visual direction with complete operational autonomy.

Archer Group | Lead UX Designer (Contractor)

Wilmington, DE | July 2018 – September 2018

- Recruited as interim Design Lead to manage enterprise client expectations, unblock production bottlenecks, and translate executive vision into actionable agile user stories for distributed development teams under compressed timelines.
- Directed the UX architecture and final delivery for **JPMorgan Chase**'s enterprise loan payment portal, streamlining complex financial transaction flows and edge cases while strictly adhering to banking security and WCAG compliance standards.
- Stepped in to oversee product launch experiences for **BB&T** and **M&T Bank**, alongside creative direction for **Wawa**'s Hoagiefest across digital web touchpoints and high-impact out-of-home environmental print campaigns.
- Established rigorous QA standards and redline review protocols to ensure visual fidelity during developer handoff, while mentoring junior designers in systems thinking, client facilitation, and production-ready design practices.

Fox School of Business, Temple University | Associate Director of Digital Marketing

Philadelphia, PA | October 2017 – June 2018

- Led digital marketing strategy and multi-channel campaign execution across all stages of the graduate recruitment lifecycle to maximize lead generation, yield, and retention.
- Owned marketing automation infrastructure, integrating Salesforce CRM with IBM Watson to build highly targeted, dynamic communication flows.
- Engineered a custom WordPress project management tool to govern and accelerate departmental communication delivery.

- Collaborated with content, social media, and university-wide stakeholders to maintain rigorous brand and messaging standards.
- Performed deep-dive analytics on program-level campaign performance, delivering data-driven recommendations that improved constituent engagement.

International Education Opportunities | Marketing Director

Jenkintown, PA | January 2017 – July 2017

- Directed the institutional brand overhaul and end-to-end web architecture across all business verticals, designing and launching distinct digital properties for corporate operations, host-family homestay networks, and the WeLearn educational curriculum.
- Partnered directly with admissions faculty and headmasters across partner U.S. private schools to re-engineer recruitment collateral, tailoring visual storytelling and institutional messaging to drive enrollment of prospective middle- and high-school students from China.
- Assumed full creative direction and production ownership of regional and overseas print collateral, standardizing high-volume school prospectuses, admissions guides, and international recruitment packages.
- Formulated operational journey-mapping frameworks and media worksheets for cross-functional field staff, systematizing how incoming student milestones, host immersion, and academic progress were tracked and converted into marketing case studies.

EDUCATION

South Dakota State University

Bachelor of Science (BS) in Visual Art & Animation

SKILLS & TOOLCHAINS

- Design Systems & Architecture: Enterprise Design Systems (Atomic Design & Semantic Tokens), Information Architecture (IA), Component Library Governance, Multi-State Wireframing, Responsive & Mobile-First Design, WCAG 2.1 / Section 508 Accessibility.
- Product Strategy & Leadership: Cross-Functional Triad Leadership (Design/Eng/Product), Executive Stakeholder Alignment (30+ Members), DesignOps Scaling, Agile/Scrum Integration, Agile Project Management (Jira, Confluence, Rally, Trello).
- Research, Data & Optimization: Usability Testing, Heuristic Evaluation, User Journey Mapping, Behavioral Analytics (Hotjar, UserTesting, Google Analytics), Quantitative Benchmarking (Click Depth, Task Completion, Error Rates), Survey Design (Typeform, Gravity Forms).
- AI & Modern Toolchains: AI-Assisted Workflows & Generative UI Concepting, Context-Aware Prototyping, Prompt Engineering for Product Teams, Claude Design, Cursor, Google Stitch.
- Design & Prototyping Tools: Figma (Advanced Variables, Auto-Layout, Component Sets), Framer, Zeroheight, Storybook, Sketch, Adobe Creative Cloud, Principle, InVision, Balsamiq.
- Technical & Platform Literacy: HTML5/CSS3, Git Version Control, Custom WordPress CMS Development, Azure / SSO UAM Frameworks, Salesforce UX Constraints, REST/WebRTC API Integration Literacy.