

Abhimanyu Sirothia, Design Director

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About Me

Design leader with 16+ years driving UX strategy and leading global teams across healthcare, finance, telecom, and energy. Expert at scaling design organizations, building design systems, and translating user insights into customer-centric solutions that deliver measurable business outcomes.

Career Highlights

Growing Design Teams: Grew Designit's India practice to 35+ designers and defined ways of working for our team to work smoothly with 15+ global studios.

Delivering Business Impact: Led 30+ projects across healthcare, finance, telecom, and energy, conducting research-driven design that improved engagement, increased adoption, and made operations more efficient for enterprise clients.

Scaling Design Quality: Created design systems, accessibility guidelines, and process documents that helped teams work better and deliver higher quality work. These resources are now used across Designit globally by designers and client teams.

Driving New Business: Partnered with senior stakeholders on strategic initiatives and demonstrated the business value of design, expanding design's scope and influence across programs and organizational boundaries.

Building AI-Powered Products: Designed an AI-driven answer evaluation system that cut feedback time for students and boosted learning speed. This helped increase daily active users by 25% and proved the product's value during a critical growth phase.

Community & Thought Leadership: Active voice in the design community, speaking at conferences like UX India and co-hosting 2 podcasts plus a YouTube live series that explores design craft with product founders and industry leaders.

Project Highlights

Nokia Team Comms for Industrial Operations

Transformed Nokia Team Comms for high-risk industrial environments by introducing BYOD support, enhanced collaboration tools, and real-time situational awareness, streamlining coordination and improving operational safety across global industrial operations.

Role: Led a 2-person design team through co-creation and rapid iteration with Nokia's cross-platform engineering teams.

Impact:

- Dispatch console, a core product feature, originated from early design explorations in this engagement
- Platform became a central part of Nokia's industrial digitalization offering
- Recognized personally by Nokia's Head of Applications for design quality
- Product showcased on Nokia's LinkedIn channels post-launch: [Enhance worker safety at the touch of a button | Nokia](#)

CARDIO4Cities Decision Platform for Novartis Foundation

Redesigned CARDIO4Cities, transforming a complex population health simulator into an accessible strategic platform for city planners, simplifying data visualization and workflows to make sophisticated health analytics actionable for non-technical users across regions globally.

Role: Coordinated design, engineering (Wipro), and Novartis Foundation stakeholders across a multi-org delivery.

Impact:

- Policy brief generation effort reduced by 70–80% through automation
- Enabled faster scenario comparison and evidence-based health planning for city officials
- Established design as a strategic driver of the program, earning trust across org boundaries and influencing product direction beyond the initial brief.
- Developed a North Star vision for the platform's future state, aligning stakeholders across Designit, Wipro, and Novartis Foundation on long-term product direction

Nokia Vulnerability Assessment System

Redesigned Nokia's vulnerability management tool with AI-driven automation and streamlined workflows, cutting evaluation time by 90% and boosting productivity by 50% while strengthening security posture across Nokia's global infrastructure.

Role: Led a team of 6 across research, concept exploration, and delivery.

Impact:

- 90% reduction in assessment time (15 minutes → under 2 minutes).
- 95% faster time-to-action (2 minutes → 5 seconds); assessment initiation reduced from 20 clicks to 1.
- 30 minutes saved per security expert per day; 25 decision points eliminated.
- Reduced errors and strengthened security posture across Nokia's global operations.

Accenture Plays Workbench Platform

Designed an internal innovation funding platform that replaced manual, scattered processes with standardized workflows, bringing transparency to funding decisions, streamlining approvals, and improving collaboration across Accenture's global organization.

Role: Led research, UX, UI, prototyping, and dev handoff with a team of 3 designers.

Impact:

- Eliminated fragmented tools (Excel, PowerPoint, email chains) with a single end-to-end platform
- MVP piloted with two teams; gained strong leadership endorsement for broader rollout
- User feedback: "For the first time, the steps actually made sense as I was going through them"

KUBO – Luxury Pod Hotel App

Designed the mobile app for KUBO, a luxury pod hotel concept where the app serves as the primary room interface, covering check-in, environment control, service requests, and shared facilities for tech-forward urban travellers.

Role: Consulted for market research, UX strategy, user flows, and high-fidelity prototyping with a team of 2 designers.

Impact:

- Established the app-as-room-interface framework as the core design principle for the product
- Resolved key trust and reliability design challenges: offline states, late-night arrivals, physical vs. digital control
- Delivered investor-ready high-fidelity prototype

[Kubo. App Driven Luxury Pod Hotel to Open in Tukwila at Westfield Southcenter - EatSeattle](#)

Experience

Design Director, Designit (May 2023 - Present)

- Led Designit India's digital product and service design organization, managing a global team of 35+ designers, collaborating across 15+ studios.
- Drove design strategy across large-scale enterprise programs in healthcare, finance, telecom, and energy, working closely with product and engineering leadership to connect design decisions to measurable outcomes.
- Established frameworks for design systems, accessibility, and design maturity, ensuring consistent adoption and raising the level of execution across global teams.
- Led service blueprinting, journey mapping, and research-driven design across healthcare, finance, and insurance — including UK insurance and financial services clients and banking engagements in the US and India.
- Community leadership: speaker at UX India on accessibility, host of global town halls, and organizer of Designit India's first 100+ attendee meetup.

Head of Product Design, Edukemy (Jun 2021 - Mar 2023)

- Led the 0→1 product journey of a fast-scaling EdTech platform, defining product vision, brand identity, and user experience from concept to launch.
- Conceptualized an AI-assisted answer evaluation workflow that reduced time-to-feedback for students and accelerated iterative learning.

- Worked closely with founders and engineering teams to shape the product experience, directly improving student engagement and educator adoption. Design updates increased daily active users by 25% and doubled average session time.
- Drove a full brand redesign that enhanced trust, improved product adoption, and positioned the company competitively in a crowded EdTech market.
- Acted as both design leader and hands-on contributor, shaping key workflows, product flows, and interaction patterns while coaching the first design hires on design craft.

Design Manager, Accenture (Jun 2019 - Jun 2021)

- Built and scaled a cross-functional design practice within Accenture, mentoring teams and embedding human-centered practices into enterprise programs.
- Shaped UX strategy for an internal platform for funding and scaling innovation, aligning design decisions with measurable client and business value.
- Created playbooks, accessibility standards, and design patterns that elevated quality and consistency across global product teams.
- Evangelized design thinking across Accenture through workshops, improving collaboration between product, engineering, and research.

Application Development Lead, Accenture (Dec 2010 - May 2019)

- Led engineering and infrastructure programs for a Fortune 100 US insurance company, later transitioning into design-adjacent leadership roles.
- Managed distributed global teams and bridged engineering with design through architecture reviews, workflow optimization, and internal TUI (Terminal User Interface) design.
- Built experience in enterprise-scale delivery, strategic planning, and systems thinking that informed later transition into full-time design leadership.

Certifications

Innovation of Products and Services: Design Thinking (MIT Sloan Executive Education, 2017)

Awards

Accenture Celebrates Excellence (ACE) Award (Accenture, 2017, 2023)

Shri Baljit Shastri Award for Best Human and Traditional Values (Amity University, 2010)

Education

B.Tech. Electronics & Telecom (Silver Medalist) (Amity University, 2010)