Sagar **Mistry**

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EXECUTIVE SUMMARY

Creative and strategic **UX/UI design leader** with **10+ years of experience** crafting **intuitive, user-centered digital products** in **agile, cross-functional environments**. Adept at **leading and mentoring high-performing design teams**, building scalable design systems, and aligning **user needs** with **business goals** across complex product ecosystems. Skilled in research-driven design, interaction design, and high-fidelity prototyping, with a strong eye for detail and storytelling. Passionate about creating meaningful experiences that improve people's lives and seeking opportunities where design is valued as a core driver of innovation and impact.

UX/UI DESIGN SKILLS

- User Experience (UX) Design
- Human-Centered Design
- User Research & Usability Testing
- Interaction Design & Micro-interactions
- Information Architecture & Development
- User Journey Mapping
- Data-Driven Design Decisions
- Responsive & Accessible Design
- Stakeholder Management
- Cross-Functional Team Collaboration
- Agile & Scrum Methodologies
- Presentation & Storytelling
- Figma & Adobe Creative Suite Expertise
- High-Fidelity Interactive Prototyping
- Design Strategy & Product Roadmapping

TECHNICAL SKILLS

Design Tools: Figma, Sketch, Adobe XD, InVision, Adobe Creative Suite (Photoshop, Illustrator, XD)

Prototyping & Wireframing: High-fidelity prototypes, interactive mockups, user flows, low & high fidelity wireframes

Design Systems & Development Familiarity: Storybook, ShadCN, HTML, CSS, JavaScript (basic understanding)

User Research & Testing: User interviews, usability testing, competitive analysis, surveys, persona development, A/B testing

Information Architecture: IA diagramming, card sorting, taxonomy development

Collaboration & Communication Tools: Jira, Confluence, Miro, Mural, Slack, Zoom, Figjam

Agile & Scrum: Sprint planning, backlog management, cross-functional collaboration

Cross-Platform Design: Mobile, Web, Responsive Design

Data Analysis & Insights: Google Analytics, Hotjar

PROFESSIONAL EXPERIENCE

Lead Principal User Experience Designer | Factory Mutual Insurance Company   **March 2023 - Present**

- Led and mentored a cross-functional team of 5 designers and 2 researchers, managing delivery across 23 products and balancing design needs from 8 product owners in a complex product ecosystem.
- Spearheaded the multi-year design of a client-facing product enabling seamless collaboration between clients and field engineers, reducing commercial site risk and driving resilience-focused recommendations.
- Delivered a high-impact enterprise rebrand across all client-facing digital assets (client portal, SPAs, emails, icons, and visualizations) within 8 weeks, elevating brand consistency and client perception.
- Contributed significantly to the company-wide design system, introducing and implementing scalable design patterns now adopted across all internal and external platforms, enhancing UX cohesion and development efficiency.
- Instituted a new design project tracking workflow using Azure DevOps (ADO) and agile Scrum ceremonies, improving cross-functional collaboration and reducing bottlenecks in daily operations.
- Built a real-time resource management dashboard to visualize design backlog and delivery across quarters and journey initiatives, improving team transparency, forecasting, and strategic planning.
- Acted as primary liaison between business stakeholders, product owners, and senior leadership, translating business goals into clear, actionable design strategies that align with enterprise objectives.

Senior User Experience Designer | Factory Mutual Insurance Company   November 2021 - March 2023

- Redesigned the client portal's authentication experience, implementing single sign-on (SSO) and passwordless multi-factor authentication (MFA), resulting in an 80% reduction in login time and significantly improved user success rates.
- Partnered with a cross-functional vision team to define long-term product direction through participatory design sessions with external clients, conducting 2–3 research sessions weekly to evolve and validate the product vision.
- Led a responsive UI overhaul, converting 12+ complex data tables into stacked list components with dynamic filtering and sorting, completed within a 2-week design sprint, improving usability across device types.
- Designed and launched an in-app notification center with a modular toolbar, stacked notifications, and pagination — reducing dependency on email alerts and enhancing real-time user engagement.
- Created an automated certificate request system, eliminating manual handoffs and human error, improving speed and accuracy of client requests.

Freelance UI/UX Product Designer & Digital Marketing Consultant | SGRM.Consulting, LLC   August 2019 - Present

- Led UX strategy and product design for small businesses across retail, services, and wellness sectors — applying persona development, journey mapping, and interactive prototyping to enhance user engagement and conversion.
- Designed and launched e-commerce websites on platforms like Shopify, optimizing information architecture, navigation, and checkout flows to drive user satisfaction and business growth.
- Mentored small business owners on design thinking, UX best practices, and e-commerce strategies, building client confidence and enabling long-term design adoption.
- Conducted usability testing and applied responsive design principles, ensuring high-quality, mobile-friendly user experiences across all deliverables.
- Acted as both designer and strategist, bridging business goals with customer needs and empowering non-technical stakeholders to scale their digital presence effectively.

UI/UX Product Designer | Fidelity Investments   January 2019 - June 2021

- Designed and delivered critical UI components to support the migration of external data reports into internal platforms, reducing report generation time from 30 minutes to under 10 seconds — significantly improving operational efficiency.
- Led user research and requirements gathering for a highly confidential agency lending platform, uncovering key pain points and co-creating migration workflows for over 12,000 loan contracts valued at $8B.
- Collaborated closely with engineers and data teams to ensure the technical feasibility and scalability of design solutions in a complex financial environment.
- Played a hybrid role of designer and systems analyst, aligning stakeholder goals with UX principles to create high-performing solutions under strict confidentiality.

System Analyst Intern | Fidelity Investments   May 2015 - August 2018

- Developed an interactive Tableau dashboard to visualize a product consolidation roadmap, informed by 25+ stakeholder interviews. The final solution was approved by the Head of Cybersecurity for enterprise adoption.
- Designed and tested UI components for the young investors experience on Fidelity.com, using A/B testing and customer feedback to guide iterative improvements and increase user engagement.
- Gained early exposure to design systems, enterprise UX strategy, and cross-functional collaboration, laying the foundation for a future leadership path.

EDUCATIONAL QUALIFICATION

North Carolina State University (NCSU)   August 2014 - December 2018
Bachelor of Science in **Business & Information Technology**
Minor in **Hindi & Urdu Studies**

CERTIFICATIONS AND TRAINING

User Experience Design, DesignLab | March 2021 - October 2021

Digital Marketing, University of North Carolina | August 2020 - January 2021

Certified Scrum Product Owner, Scrum Alliance | May 2020
Hubspot Marketing Certifications (Inbound, Content, Social Media, Email Marketing) | October 2020

MENTORING & EXTRA STUFF

UX Design Mentor - Supporting junior designers through 1:1 coaching and portfolio reviews

Real Estate Investor - Active in residential investment since 2022

Tennis Enthusiast | Dog Owner