

SUJIT SHENOY

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EXPERIENCE

Movate Technologies / Creative Director

June 2024 to Present

Operating at the intersection of strategy, marketing, and delivery—I design and facilitate discovery activities that include workshops, analysis, art of possible creations and other design interventions that move clients from aspiration to decision. I run consulting-grade evaluations to surface the highest-leverage CX/AI plays, translate them into testable concepts, and craft the assets that carry the story end-to-end— blueprints, narratives, demos, internal enablement kits, and external go-to-market collateral.

Additionally, I evangelize design thinking across teams so experimentation, accessibility, and measurable outcomes become standard practice.

Designed comprehensive CX and Persuasion, Emotion, and Trust evaluations for the Dallas Mavericks' app and website, providing strategic insights and an actionable experience transformation roadmap to elevate user engagement and drive impactful change.

Hexaware Technologies / Assoc. Creative Director

July 2019 to June 2024

Tasked with envisioning and delivering exceptional user experiences as a key member of the company's elite Customer Experience Transformation Team. Additionally, I led the creation of a new design team, defining its practices, shaping its culture, and fostering a foundation for innovation and excellence.

Design lead for the team that created ORDRE META - Custom, standalone B2B virtual showrooms for luxury design houses. Leading brands like The Row, Lanvin saw 20% increase in conversion and 26% decrease in cancellations on our platform.

Publicis Sapient / Manager - UX

November 2013 to July 2019

Designed cutting-edge web and software experiences, architecting frameworks and crafting intuitive interfaces while championing UX excellence to deliver world-class solutions and redefine user engagement.

UX Lead for re-design of Michael Kors eCommerce - integrating transactional efficiency with editorial storytelling for enhanced brand engagement.

Designed for Academy Sports & Outdoors' customer-centric solutions like BOPIS and product bundling, bridging digital convenience with in-store engagement.

Cognizant / UX Designer

January 2007 to November 2013

As a designer for the Microsoft/Cloud Centers of Excellence, I was responsible for collaborating with technical architects and design cross/multi channel user interfaces for both enterprise and consumer facing solutions.

EDUCATION

NID Ahmedabad / PGDPD (MDes equiv.)

New Media Design
2004-2006

MIC Manipal / BA

Media Studies
2001-2004

SKILLS & ATTRIBUTES

Empathy
Process Oriented
Organized
Creative Thinker
Adaptable
Quick Learner
Collaborative
Pragmatic

Adobe Creative Cloud
Figma
Firefly
ChatGPT
Axure
Sketch
Invision
Miro/Figjam
Confluence/Jira

 ADPList mentor