

Rajesh Dhyani

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EXPERIENCE

Director, User Experience

May 2013 - Present

Hexagon PPM (Hexagon Capability Centre India Pvt Ltd) | Hyderabad

Direct all product design for Hexagon PPM with a distributed **global team** (functional and matrixed) of talented designers spread across **6 locations** in India, the USA, UK, South Africa and Israel. Directly influence **value proposition** of the products and solutions of the ALI division by ensuring high-quality, **user and customer centric design concepts** and artifacts from the UX team. This is made possible due to a robust formulation and adherence to **user centric design processes** roadmaps and strategies, and is further facilitated by promoting the adoption and strategic growth of **UX best practices** within the organization and by developing **strong partnerships** with the stakeholders and the leadership team.

Key Accomplishments:

- Devised and successfully executed the program called **“UX Champions’ Program”** – an initiative to improve the level of engagement for the designers with the developers and product owners
- Formulated **HUES (Hexagon PPM User Experience System)** – a design system that codifies the UX design patterns, standards and guidelines in a web portal to promote consistency and efficiency within the design process and implementation across ALI products
- Have actively fostered an ecosystem of **innovation** and experimentation within my teams. A testament of this is the fact that **two members** of the UX team have **6 patents** between themselves, amongst other collective achievements
- As a **product owner** and **development manager** of the UX (Frontend) Toolkit have managed the delivery of excellent developer experience to the development teams
- Lead **technical writing** and **Agile PMO** teams till 2019
- Have contributed on some other important cross divisional/functional administrative projects
 - As part of the Movement Advisory Council, contributed in **planning and coordination** activities and ideas generation to overcome problems arising out of the **HCCI office relocation** to a new workspace. Relevant subjects included facilities planning, logistics, transportations and communications and expectation management of employees
 - Lead the **branding of the new office premises** (3 Floors) as per the Hexagon brand guidelines and aesthetics
 - Lead the branding of Hexagons innovation labs at NIT-K Surathkal and CBIT, a couple of renowned engineering institutes
 - Redesigned **Hexaview**, a employees’ intranet portal
 - Branding and marcom for several episodes of several company hosted events such as expositions, seminars, hackathons and conferences
 - Hosted and presented keynote sessions for a **seminar cum workshop** titled **“Building Empathy Muscle”** for the designer community associated with the Hyderabad chapter of **Interaction Design Foundation**

Founder

May 2011 – May 2013

Synchretic Creative Solutions | Gurgaon, India

- Founded and ran this agency primarily active in the areas of **brand support & development**, digital marketing, email marketing, marketing communications, online advertising and **marketing support** and collateral development, visual identity, **web design and development**, search engine optimization, e-learning, **content & communication strategy**
- Worked on **website/web app design and development**, both bespoke solutions using PHP, Django, Node.js and Express.js. Also worked extensively on CMS such as WordPress, Drupal, Typo3, SharePoint and Magento

Senior Manager, Operations

Nov 2009 – March 2011

KPMG Global Support Services | Gurgaon, India

- Set up and ran a **130 member strong team** for offshored creative and administrative services operations. Ramped up the team size from 6 to 130 within **6 months**
- Directed operations that involved services such as PowerPoint design, brochure ware, digital collateral like microsites, departmental/divisional websites and so on
- Did **SLA and stakeholder management** and contributed significantly in **continuous process improvements**

Associate Director

2006 - 2009

UBS Services India Pvt Ltd | Hyderabad, India

Set up and directed **50 member** strong **Marketing & Creative Services operations** that worked on PowerPoint design, high-end printed and digital marketing collateral, and **design & development of SharePoint portals, internal IT apps**. The team operated on a 24x5 model supporting internal stakeholders belonging to the Wealth Management function of the UBS bank, located across multiple global locations.

Assistant Manager

2006 - 2006

Deloitte Support Services India Pvt Ltd | Hyderabad, India

Managed a team of graphic designers, content writers and proof-readers working on proposals and other professional services pursuit collateral for regional marketing and pursuit teams.

Team Lead (Tech) and Business Analyst

2003 - 2006

Birlasoft | Noida, India

- Worked as a **development team lead** on several migration projects (ASP to ASP.Net)
- **Web design and UI development**
- **Business analysis** and technical documentation

Graphic/Xperience designer

1997 - 2002

Various companies | Delhi-NCR, India

Worked on a variety of design projects related to e-learning, marcom collateral, print and packaging, marketing and branding applications and so on.

EDUCATION**Osmania University** | Bachelor of Arts in Humanities

1993

Vinayaka Missions University | MBA (Executive Distance Prog) in Marketing and Advertising

2011

SKILLS

LEADERSHIP | OPERATIONS | PRODUCT/PROGRAM/PROJECT MANAGEMENT | SERVICES | PRODUCT/USER EXPERIENCE/VISUAL DESIGN | DEVELOPMENT | DESIGN THINKING | SYSTEMS THINKING