

RAJIV SARNA

 <https://rajivsarna.com>

Principal Product Designer, Design Systems & Experience Architecture

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Professional Summary

Principal Product Designer with 10+ years of experience leading design systems and experience architecture across fintech, telecom, and enterprise SaaS. Expert in shaping cohesive cross-platform ecosystems through design systems, interaction design, and scalable frameworks. Known for elevating design craft, mentoring teams, and partnering with engineering and leadership to deliver elegant, systematic, and high-impact product experiences.

Core Competencies

Design Systems · Interaction Design · Visual Design · Information Architecture · Cross-Platform UI/UX · Prototyping · UX Strategy · Design Leadership · Figma · Design Tokens · Accessibility (AODA/WCAG) · Design Governance · Scalable Patterns

Experience

Independent Consultant (Seasonal) (North America (Hybrid / Remote))

Jun 2018 - Present

- Worked as an independent consultant on short-term contracts with multiple organizations across North America.
- Provided UI/UX design services based on specific client requirements and project goals.
- Delivered project based outcomes focused on accessibility, responsive design, and cross-platform consistency.
- Supported teams in design system setup, UX audits, and visual design enhancements, aligning solutions with product roadmaps.

TELUS Health - Senior UX/UI Designer (Toronto, ON)

Sep 2022 - Oct 2025

- Led the planning, strategy, and comprehensive audit of the Snowball Design System across Web, iOS, and Android and documented the same in the Notion document.
- Conducted a gap analysis and benchmarking study against leading design systems from other organizations to identify areas for improvement.
- Defined and documented Figma artifact standards, covering design governance processes, naming conventions, component specifications for developers, accessibility guidelines, and cross-platform component structures.

- Partnered with cross-functional team members to standardize component architecture, that will improve design consistency by 70% and reducing design-to-development handoff time by 40%.
- Built unified component architectures, including primitive, semantic, and component-specific tokens for scalable design and color management across all platforms.
- Proposed and implemented new information architecture, decision trees, and component usage documentation to improve system discoverability and adoption.
- Provided support to my manager in creating the Employer Experience Goal Sheet template for 2025, later adopted by the broader design team for consistency and alignment with the TELUS Health Business.
- Contributed hands-on to multiple Lifeworks and TELUS Health products, including Moleman, League, Espri Notification Manager, the eqCare Virtual Care migration, Employer Contracting, and Retirement Benefits Solutions.

Scotiabank - Senior Product Designer (Toronto, ON) (Contract)

Feb 2022 - Jun 2022

- Redesigned the Mainframe Front-End application, improving usability and modernizing the interface.
- Partnered with Product Managers to identify and prioritize design deliverables aligned with business objectives.
- Responsible for analyzing workflows, wireframing, and prototyping DB2 applications in Figma.
- Developed responsive UI layouts using CSS3 and HTML5 (Flex and Grid systems).
- Documented Design System artifacts to define user experience standards and reusable component libraries.
- Implemented navigation design using Core UI Framework, customizing components through Visual Studio Code.
- Created 3D diagrams for DB2 architecture, iconography, and visual assets for technical documentation.
- Designed table and graph style systems, ensuring data presentation consistency.

Element Fleet Management - Senior UX/UI Product Designer (Mississauga, ON) (Contract)

Mar 2021 - Aug 2021

- Worked on UX/UI design for a large-scale fleet management platform supporting 1M+ vehicles and enterprise clients across North America
- Designed the end-to-end vehicle ordering lifecycle, spanning front-office (client ordering) and back-office (processing, validation, fulfillment) workflows
- Built complex transactional workflows with embedded business logic (pricing, eligibility, approvals)

- Designed role-based experiences across multiple user groups (clients, operations, internal teams), aligning with enterprise permissions
- Created admin and operational tooling to support internal teams in managing orders, overrides, and system-level actions
- Developed data-heavy dashboards and system views for tracking order status, and lifecycle progression
- Collaborated with cross-functional teams to translate complex operational requirements into scalable enterprise UX solutions
- Integrated stakeholder input and UX findings into improved wireframes and interaction flows.
- Collaborated closely with engineers, business analysts, and stakeholders, presenting designs for feedback and iteration.

Alert Driving - Creative Lead Designer (Toronto, ON)

Aug 2019 - Feb 2021

- Designed and implemented a complete Design System including reusable components, fonts, and asset libraries.
- Developed interaction designs for both Android and iOS platforms following Material Design and Apple HIG guidelines.
- Ensured AODA accessibility compliance across mobile and web experiences.
- Created platform-specific design assets for distributed development teams (Web, iOS, and Android).
- Conducted design walkthroughs and user feedback sessions with stakeholders and sponsor users.
- Partnered with Business Analysts to ensure that user experiences aligned with business and functional requirements.
- Produced detailed user flows and annotated specifications for developers, ensuring smooth implementation.
- Addressed and resolved cross-platform design issues, improving overall product consistency.

Infotek Consulting Inc. - Senior UX/UI Product Designer (Toronto, ON) (Contract)

Jun 2018 - Feb 2019

- Designed responsive mobile applications for a leading Canadian financial institution, supporting internal HR and enterprise workflow solutions.
- Designed mobile approval experiences integrating enterprise platforms including ServiceNow, SAP Fieldglass, and procurement workflows.
- Collaborated with product managers, business analysts, and developers to define user flows, wireframes, prototypes, and visual designs.
- Facilitated design workshops and mood-boarding sessions to establish interaction patterns, visual hierarchy, and reusable UI components.

- Conducted UX and visual design audits across multiple enterprise applications to improve consistency and usability.
- Contributed reusable components and interaction patterns to the organization's enterprise design system.
- Produced high-fidelity prototypes and developer-ready specifications to support implementation.

IBM - Sr. UX/UI Designer (Toronto, ON)

Nov 2014 - Jun 2018

- Designed enterprise iOS apps under the Apple + IBM Partnership, combining analytics with world-class UX to enhance efficiency and user satisfaction.
- Collaborated directly with Apple and IBM teams during client workshops to define design priorities and features.
- Applied IBM Design Thinking methodology, conducting research, ideation sessions, and usability testing to inform solutions.
- Created wireframes, interactive prototypes, and visual design assets for multiple enterprise-grade applications.
- Mentored junior designers and provided feedback to improve mobile-first and responsive design execution.
- Followed iOS Human Interface Guidelines to ensure best-in-class app experiences.
- Designed dashboards, data visualizations, infographics, and presentations for clients across industries including Banking, Energy & Utilities, and Transportation.

Education & Certifications

Masters in Drawing & Painting, Jiwaji University, India

Bachelor of Commerce, Delhi University, India

UX Certification (UserFocus, UK) · Usability Certificate (HFI) · Figma Certified (Udemy, 2022) · HTML/CSS Certified (Udemy, 2022)

Skills & Expertise

- **Design Tools:** Figma, Adobe Photoshop, Illustrator, After Effects, InVision, Sketch, Axure, Zeplin
- **Front-End & Systems:** CSS, HTML, AODA, Google Material Design, iOS Guidelines, Design Systems, Style Guides
- **UX Methods:** User Research, Usability Testing, Journey Mapping, User-Centered Design, Visual Design
- **Collaboration:** Agile, Confluence, User Flows, Prototyping, Wireframes