

Sajin Philip

Associate Director UX & Product Design

sajinphilip91@gmail.com

+91 97466 48514

[LinkedIn profile](#)

www.sajinphilip.com

Visionary design leader with over 14 years of experience driving design innovation and organizational growth across global enterprises and startups. Adept at scaling teams, aligning user experience with business strategy, and leading product innovation across healthcare, SaaS, fintech, gaming, and e-commerce and more sectors. Known for transforming design functions into strategic business assets.

EXECUTIVE COMPETENCIES

Design Leadership	Executive Strategy, Organizational Growth, Stakeholder Influence, Multi-team Oversight, 0 to 1 Product design
Product Strategy	Vision Setting, Scalable Design Systems, Product-Market Fit, Customer-Centric Innovation
Team Enablement	Culture Building, Mentorship, Hiring & Scaling, DEI Practices
Design Operations	Process Maturity, Agile Execution, KPI Alignment, Cross-functional Orchestration

PROFESSIONAL EXPERIENCE

Associate Director, Design (Material+) Apr 2025 – Present

- Set UX and CX vision across all product verticals, elevating design to a core strategic lever.
- Built scalable design operations and championed excellence in execution, design systems, and innovation.
- Drove org-wide alignment through design reviews, strategy councils, and stakeholder engagement.

Strategic Design Lead (Dr. Reddy's Laboratories) Jan 2024 – Apr 2025

- Managing internal and external 8-12 designers
- Directed product design vision for two large-scale digital healthcare platforms.
- Elevated team performance by implementing design leadership practices, OKRs, and mentorship.
- Aligned design with clinical and business goals, influencing digital transformation at scale.

Product Design Lead (Betterplace) May 2023 – Aug 2023

- Managed a team of 3 designers
- Pioneered the UX foundation for a new SaaS HRMS platform.
- Drove cross-functional alignment and launched initial MVP in under 4 months.
- Instituted user research and agile feedback loops as part of design culture.

Senior Product Designer (MPL) Jun 2022 – Jan 2023

- Collaborate with 44 designers
- Led design for two flagship games impacting over 90 million users.
- Balanced hands-on contribution with leadership of two designers in a fast-paced environment.
- Delivered measurable improvements in engagement and retention after launch.

Principal UX Designer & Team Lead (Altaire Insights) Sep 2019 – Jun 2022

- Established design leadership function and scaled team from 0 to 12.
- Led high-impact redesigns that transformed user experience for enterprise clients in automotive and leisure sectors.
- Reimagined the complete user experience (CX, UX) for one of Asia's largest amusement parks

- Introduced a design framework that cut loan processing time from 7 days to 1.3 minutes.

EARLY CAREER

User Experience Specialist/Lead (Experion Technologies)

May 2017 – Sep 2019

- Shaped a design-first culture within engineering-heavy teams.
- Established design leadership function and scaled team from 0 to 13.
- Led UX across 38+ products, delivering results across fintech, healthcare, and retail.

Lead UI/UX Designer (Reflections Info Systems)

May 2014 – Apr 2017

- Built and led the design team, enabling high-volume delivery of B2B and B2C products.
- Established design leadership function and scaled team from 0 to 10.

UI/UX Designer (DeviceDriven)

Jul 2013 – May 2014

- Focused on UX design of early stage healthcare apps.

UI/Web & Graphic Designer (Srishti Innovative)

Apr 2011 – Jun 2013

- Created UI, animation, and digital assets for web and mobile.
- Focused on HTML/CSS/HTML5/Jquery and JavaScript

CERTIFICATIONS

- AI Governance - Saïd Business School, University of Oxford (2025)
- IBM Enterprise Design Thinking Practitioner (2020)
- Design Thinking for Innovation – University of Virginia (2020)
- User Testing & Rapid Prototyping – Udemy (2020)

EDUCATION

Diploma in Multimedia & Web Technology – Rutronix

LANGUAGES

English, Malayalam, Tamil, Hindi