

Tinton Abraham

MANAGER UX CONSULTANT

CERTIFIED USABILITY ANALYST

MASTERS IN DESIGN

With 17 years of experience as a UX Manager, I have successfully led and mentored cross-regional design teams across India and the UK. My expertise lies in managing end-to-end UX initiatives, implementing scalable design systems, and establishing best practices that align with business strategy. I focus on integrating user research, data-driven insights, and consumer behavior to deliver impactful, intuitive, and high-quality design solutions that drive measurable business outcomes.

DETAILS

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17 + YEARS OF
EXPERIENCE

MANAGER UX CONSULTANT - COGNIZANT TECHNOLOGY SOLUTION LTD

March 2016 – Till Date Bengaluru, London, Edinburgh, Manchester, Kochi

SENIOR EXPERIENCE DESIGNER - EY (ERNST & YOUNG)

Nov 2013 - Feb 2016 Trivandrum

UX DESIGNER - PRAMATI TECHNOLOGIES LTD

Jul 2010 - Oct 2013 Hyderabad

UX DESIGNER - ZEN TECHNOLOGIES LTD

Jul 2010 - Oct 2013 Hyderabad

SOFTWARE ENGINEER - HEXAWARE TECHNOLOGIES LTD

Oct 2006 - Jul 2008 Chennai

A FEW BRANDS I
HAVE SUPPORTED



JPMORGAN
CHASE & CO.



SKILLS AND
EXPERTISE

- Human Centric Design
- Problem Solving
- Design Thinking
- Analytic Thinking
- Design Strategy
- Persona, Journey Maps, IA
- Wireframes and Prototypes
- Visual Designs and Handover
- Design Systems

- Banking and Insurance
- FMCG
- Travel and Hospitality
- B2B eCommerce
- Enterprise Solutions
- Data Analytics
- Real Estate
- Defense Simulation
- Agentic AI

RECENT SUCCESS STORIES

INTUIT ENTERPRISE SUITE & PRODUCT PRICING MANAGER

Sep 2024 – Till Date Senior Experience Strategist

 Intuit

Bengaluru

I currently serve as the **Design Lead** for **Intuit Bengaluru**, responsible for key projects across the **Intuit Enterprise Suite (IES)**, **PPM**, and **Compliance** platforms. I manage and mentor an 8-member design team split across two vendors (Cognizant and Accenture). My focus is on translating complex business requirements into high-value feature enhancements and optimized business logic through **Intuit's 'Design for Delight'** and **'Follow Me Home' methodologies**. This involves hands-on execution of design workshops, user interviews, ideation, prototyping, and robust A/B usability testing, all while maintaining a strict commitment to accessibility.

- Reduced design rework cycle time by 15% by integrating quantitative and qualitative insights directly into the design pipeline for IES and PPM.
- Ensured design consistency and project continuity despite the complexity of managing resources across multiple vendor organizations..
- Drove design decisions and feature optimization through empirical A/B usability testing and rigorous user research/contextual inquiry.

VIRTUAL INSPECTION OF RAILWAY TRACKS

Mar 2023 – July 2024 UX Design Consultant

 Network Rail

Milton Keynes

As the design lead for the UK's largest Rail Network, I managed a team of six designers to create and launch several new applications for employees and inspection engineers. My approach emphasized a human-centered methodology, utilizing design workshops, in-depth interviewing, and A/B usability testing to drive design decisions. A core focus was ensuring strict adherence to accessibility standards and successfully establishing the foundational style guides and design system for the entire program. This project won the [Digital Transformation Award 2023](#).

- Reduced design-to-development handoff time by 15% and achieved 30% component reuse across new applications for employees and inspection engineers, driving significant efficiency gains and design consistency..
- Leveraged the potential of machine learning and AI to do prescriptive analytics to effectively predict the section of tracks that needs immediate and periodic attentions.

PERSONALISED HEALTHCARE APPLICATION

Mar 2022 – Feb 2023 UX Design Consultant

 Boots

London

Personalized Healthcare rests on trust gained by patient permission, privacy, regulatory compliance, data, and intelligent decisioning. Spearheaded the design of an e-commerce platform for UKs largest beauty retailer & pharmacy chain and NHS, featuring self-service functionalities, diagnostic analytics, and purchase patterns, to aide, empower & encourage customers to engage with their health proficiently.

- Crafted intuitive user interfaces and streamlined navigation to optimize the browsing and purchasing journey
- Envisioned an omnichannel capabilities enabling pharmacies to personalize and unify in-store and digital experiences for customers and visitors.
- The solution provided users during their life-changing period by providing with **relevant information**, providing a **sense of support**, recommending **useful products** and find **related services**.

AUTOMATION TOOL FOR REINSURANCE UNDERWRITERS

Nov 2018 – Mar 2022 UX Design Consultant

 AA Insurance Reinsurance

London

Led the conceptualization and execution of the design of an analytics platform for underwriter for UKs largest insurance & reinsurance giant. This tool utilizes underwriting insights, deep knowledge of market drivers, prescriptive analytics, and report generation, to aide and empower clients and their customers in crucial reinsurance decision-making.

- Reduced learning curves among data consumers (Underwriters) facilitated faster adoption of tool, resulting in enhanced user engagement, better version controls and quicker project turnarounds.
- Accelerated turnaround cycles (based on user feedback).
- Decreased data access calls by over 40% (based on data from CS team).
- Over half of the teams utilize scheduled report generation.

TOOLS

**Figma Ai Suite, Adobe Xd, Axure Rp, Notion, Miro
Photoshop, Illustrator**

EDUCATION**MASTERS IN DESIGN (M.Des)**

2008-10 Industrial Design - Indian Institute of Technology, Delhi

BACHELORS IN TECHNOLOGY (B.Tech)

2002-06 Applied Electronics - MG University, Kerala, India

CERTIFICATIONS**USER EXPERIENCE & INTERACTION DESIGN FOR AR/VR/MR/XR**

2025 University of Michigan and Coursera 

GEN AI FUNDAMENTALS

2024 Cognizant Learning Studio 

CERTIFIED PROJECT MANAGER

2024 Cognizant Learning Studio 

CERTIFIED USABILITY ANALYST

2014 HFI CUA 2014 - 5082 Human Factors International(HFI) 

REFERENCES**TIRTHA DASGUPTA**

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