Sandeep Coushik

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PROFESSIONAL SUMMARY

Strategic design leader with over 20 years of experience in enterprise UX, currently directing design initiatives for SAP's Customer Experience portfolio, a key growth area. Demonstrated success in scaling design teams and implementing organizational design practices. Strong track record in fostering cross-functional collaboration across Product Management, Engineering, and Design teams.

WORK EXPERIENCE

SAP – *Senior Director, Asia, Industry & CX, Bengaluru, IN*
Feb 2020 -- Present

- Lead a team of diverse UX designers for SAP's Customer Experience portfolio, contributing to products recognized by the executive board for business impact
- Successfully scaled design team from 3 to 22 designers in Asia in first year within a competitive market
- Selected from over 250 applicants for ELIXIR 2024, an elite leadership program at SAP Labs India, joining a cohort of 40+ high-potential managers
- Drive strategic design initiatives across organization:
  - Organized CX UX & UA-wide Design Summit with 100+ participants from UX and UA teams
  - Served as Design Jury member for Bangalore chapter in the global Design Summit for two consecutive years, collaborating with premier design institutes like National Institute of Design for topic selection and evaluation
  - Led implementation of Experience-Led Development (ELD) framework, preparing teams for transition to the Harmonised Product Operating Model (HPOM)
  - Initiated "Spotlight Moments" program highlighting key designers' impact, featured in our quarterly CX UX all-employee meetings
- Focus on team development and growth:
  - Coach and mentor designers helping them advance in their careers through regular 1:1 sessions and SAP Talks
  - Created structured onboarding program for new designers joining the team
  - Established knowledge-sharing programs such as the monthly Show & Tell sessions jointly for UX & UA enhancing cross-team collaboration
- Led Project Helix from concept to implementation:
  - Collaborated with senior Product Management, UX stakeholders and other program leads
  - Streamlined persona landscape from 80+ to focused solution-specific sets
  - Innovated 'spotlight' feature enabling cross-solution persona visibility
  - Created reference documentation adopted by engineering and product teams

- Manage resource planning and budget responsibilities including compensation and team development

SAP – *Lead UX Designer, Bengaluru, IN*
May 2015 -- Oct 2021

- Led a global design team for SAP Marketing Cloud
- Delivered key design innovations including:
  - Innovative drag-and-drop interface for Campaigns Designer
  - Marketing Organizer application addressing critical customer needs
  - Email Editor redesign and Sales Cloud integration
- Managed design resources across multiple strategic projects with tight deadlines
- Established user research program through global customer workshops and conferences
- Implemented UX consistency standards across Marketing Cloud portfolio

SAP - *Senior UX Designer, Bengaluru, IN*
Mar 2010 -- May 2015

- Designed interfaces for HANA Modeler and back-office products
- Created a design framework now standard for SAP's complex tooling products
- Led design specifications development ensuring compliance with SAP standards

Design Agency - *Founder/Owner, Bengaluru, IN*
Feb 2002 -- Feb 2010

- Founded and operated design consultancy serving pharma, education, media, and manufacturing sectors
- Led web application development projects across diverse industry verticals

EDUCATION

ICFAI University Post Graduate Diploma in Management, 2009
Annamalai University MA Economics, 2005

SKILLS

- **Strategic Leadership:** Team scaling, organizational development, resource planning
- **Design Management:** UX strategy, product design, design systems, agile methodologies
- **Stakeholder Management:** Cross-functional collaboration, product management partnership