

AKSHATA MANTHALKAR

Senior UX & Service Designer | Client & Commercial Innovation | Fintech, Banking & Enterprise

Service Design · Client Discovery & Journey Mapping · Co-Creation Workshops · AI-Enabled Design · Stakeholder Engagement

London, UK | +44 7536 885520 | akshata.manthalkar44@gmail.com | akshatamanthalkar.com | Portfolio Password: 80079

Senior UX & Service Designer with 10+ years leading end-to-end service design, client discovery, and journey mapping across fintech, banking, and enterprise. Skilled in mapping current- and future-state journeys across people, process, technology, and client experience — translating research and discovery into service blueprints, opportunity maps, and actionable recommendations. Experienced in designing and facilitating client workshops and co-creation sessions, and in using AI-enabled tools to accelerate research, prototyping, and storytelling while applying critical judgment to AI outputs. Confident presenting complex ideas to senior stakeholders and clients in regulated financial environments.

EXPERIENCE

UX Designer (+Research) · CommerceTools InStore (Retail Technology / Digital Commerce) Oct 2024 – Jul 2026

- Leading end-to-end service design for an omnichannel POS, web, and mobile payment platform — mapping current- and future-state journeys across 44 live stores, informing a phased roadmap to 476 additional locations.
- Led end-to-end UX design for a configurable, API-driven Modular Colleague Platform for enterprise retailers, enabling scalable deployments across POS, web, mobile, tablet, and handheld devices while reducing retailer onboarding time from 10 weeks to 1–2 weeks.
- Designing and facilitating workshops with cross-functional Agile squads to translate discovery into workflows, interaction patterns, and service blueprints for critical transactional journeys.
- Using AI-enabled tools (Claude, Lovable, Figma Make) to accelerate research synthesis, prototyping, and stakeholder-ready outputs, while critically evaluating AI-generated concepts against user needs.
- Presenting design rationale and recommendations to senior stakeholders; driving design system standards and component consistency across platforms.
- Created click-through prototype videos for Sales enablement and POC presentations — showcased to leadership teams and at the NRF (National Retail Federation) industry event to demonstrate the platform's omnichannel capabilities.

UX Designer (+Research) · Zenus Bank (Fintech) Jun 2023 – Feb 2024

- Led service design and discovery for Commercial and Retail Banking propositions from zero to launch, mapping client journeys and translating research into accessible, inclusive digital banking flows.
- Facilitated UX research workshops and customer journey mapping with multidisciplinary Agile squads to align design strategy with commercial priorities and roadmap planning.

Senior UX Researcher · Capco (NatWest – Business Banking) Mar 2022 – Mar 2023

- Supported Bankline, a large-scale business banking proposition for NatWest, beginning with stakeholder mapping and feature listing before progressing to in-depth qualitative research.
- Conducted qualitative research with NatWest Bankline business banking customers via focus groups and 1:1 interviews.
- Arranged and facilitated 2 focus groups with Relationship Managers, CSMs, Helpdesk, Migration Managers, and Product Managers.
- Mapped an end-to-end as-is customer journey based on focus group outcomes.
- Recruited participants, prepared interview guides and research scripts, and ran usability testing and contextual enquiry.
- Synthesised findings into pain points, opportunity areas, and UX recommendations.
- Ran research demos to share evidence, key findings, and prioritised issues with product, risk, compliance, and technology stakeholders.

Senior UX Designer + Researcher · Virtusa Corporation (Telecom) Jul 2021 – Dec 2021

- Led design for the BT Global telecom platform in an Agile-Scrum setting, serving diverse user groups — managed stakeholders, created personas, and mapped user journeys using the ServiceNow platform.
- Conducted remote usability testing and designed task flows within the ServiceNow framework to streamline service journeys across the platform.
- Developed an MVP roadmap and delivered wireframes, visual designs, and clickable prototypes in Figma; presented POC/MVP outputs to senior stakeholders.

Senior UX Designer + Researcher · Lollypop Design Studio (B2B / Steel Industry) Mar 2020 – Jun 2021

- Led service design and discovery for a large-scale B2B platform, applying user-centered design principles to synthesise multi-stakeholder needs into Order Management, Product Catalogue, and Helpdesk journeys across web, iOS, and Android.

Senior UX Designer + Researcher · Cybage (Google Cloud) Oct 2018 – Jan 2020

- Contributed to Google Cloud product page design and research for a major event launch within an Agile delivery framework — wireframes, UI illustrations, and digital diagrams.

Senior UX Designer + Researcher · Infosys Digital (HSBC – Investment Banking) Jul 2016 – Jul 2018

- Designed and researched a unified internal web application for HSBC's global investment banking teams in an Agile delivery environment — built component libraries, IA, and hi-fi wireframes in Figma within a regulated financial environment.

EDUCATION

Bachelor of Design — User Experience Design 2012 – 2016

Symbiosis Institute of Design, Pune | Internship: Microsoft India R&D (UX Research & Design)

SKILLS & TOOLS

Service Design & Discovery: Service Design · Client & Business Discovery · Journey Mapping (Current & Future State) · Service Blueprints · Opportunity Mapping

Research & Co-Creation: User Research · Client Workshops · Co-Creation & Value Mapping · Usability Testing · Stakeholder Interviews

UX & Prototyping: Wireframing · Clickable Prototypes · Interaction Design · Design Systems · Accessibility (WCAG)

AI-Enabled Design: Claude · Lovable · Figma Make · Critical Evaluation of AI Outputs

Tools: Figma · FigJam · Adobe Creative Suite · Miro · Mural · InVision · Jira · Confluence

Domains: Fintech · Payments · Commercial & Retail Banking · Investment Banking · B2B Enterprise · Telecom