Piyush
Senior Designer at Morningstar
7 Years

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View Portfolio

Senior Designer specialising in enterprise UX, data visualisation, Data-Driven Decision-Making, UX Strategy & Leadership.

Work Experience

Morningstar, Inc
Nov 2019 - Present

Redesigned Morningstar's $6B financial platform, increasing adoption by **40%** and driving **3X** revenue growth in 3 years, while reducing support tickets by 80% through usability and accessibility improvements.

Built and scaled a UX framework for financial products, reducing design inconsistencies by **60%** and cutting UI development time by **50%**. Standardised components improved team efficiency across 10+ products.

Improved SUS and boosted NPS by multiple points for multiple products, ensuring a seamless, user-centric experience that drives adoption and satisfaction.

Continuous discovery & adapting AI powered tools to understand user needs and pain points quickly, driving data-informed design decisions and iterative improvements to create delightful experience for users.

Partnered with engineers, PMs, and leadership to align UX strategy with business **OKRs.**

AdviserLogic (Acquired By Morningstar)
Oct 2018 - Nov 2019

Led UX strategy for AdviserLogic's Digital Advice tool, conducting deep user research and usability testing. Optimized workflows, driving a **90%** efficiency increase and improving advisor task completion rates by **60%.**

Led designs for the Digital Template (Word processing software) that empowered our internal team and significantly reduced the time to create document templates from **12 days** to just **2 days**

Cron AI
Dec 2016 - Feb 2018

Led design for Cron's core product i.e miCRON. Created data visualisations and dashboard experience for Cron

Freelance
Feb 2018 - Sept 2018

Worked with companies like EasyPolicy, Kleeto, Chqbook & Brisky to improve the product experience

Education
Bachelor of engineering (2012- 2016)
Maharashtra Institute Of Technology, Pune

Skill
Cross-Functional Collaboration
UX Metrics & Data-Driven Decision-Making
UX Strategy & Roadmapping
Design Thinking & Problem Solving
UX Metrics & Data-Driven Decision-Making
Design Systems, Scalable UX

Design tools
Figma | Sketch
heyMarvin AI Research tool
Hotjar | Google Analytics
Jira | Confluence | Asana
HTML | CSS