

Sneka Sampath

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PROFILE

Data-driven UX Manager with expertise in product strategy, team leadership, and delivering scalable user experiences for complex, ambiguous challenges. Proven track record of mentoring cross-functional teams to drive innovation and ensure user-centric solutions.

EXPERIENCE

UX Design Manager

Sun Life Financial, Toronto, ON

Jul 2022 – Present

Managing the design programs for Sun Life Investments (B2B and Operations). Leading a team of designers and writers.

- Championed the creation of a dedicated discovery team to identify and address pain points across the end-to-end customer journey. Eliminated the manual processing of 17k emails/week for operations team, a cost savings of \$400k/year.
- Spearheaded discovery-first approach to product development in B2B space and implemented the double-diamond UX process. Reduced design cycle time by 62%.
- Implemented data-driven design practices, including analytics funnels and UX research, with all new initiatives achieving 80+ usability scores and 90+ confidence scores.
- Spearheaded design strategy for B2B2C clients, defining a unified product vision with cross-functional alignment. Created a centralized communication platform, reduced response latency by 89%, driving \$300M in operations cost savings.

Senior UX Designer

Sun Life Financial, Waterloo, ON

Mar 2020 – Jun 2022

Designed client-facing experiences for Sun Life Investments. Led design sprints with cross-functional business partners and engineering teams to develop a shared vision, build a roadmap and to prioritize features. Set up feedback mechanisms to craft experiences that meet user & business needs.

- Reduced the number of design iterations by 57% by applying the double-diamond design process.
- Built an intuitive end-to-end experience for clients transitioning from employment loss, resulting in \$209M/year in retained assets and quadrupling the conversion rate from 6% to 24%.
- Reduced the client drop-off rate by 36% by applying behavioral heuristics to eliminate decision barriers.
- Strategized a comprehensive 3-year client decumulation roadmap for clients retiring soon.

Senior UX/UI Designer

RBC Insurance, Mississauga, ON

Apr 2018 – Feb 2020

Managed and mentored a team of UX designers. Spearheaded UX strategy for the Insurance eApplications vertical, supporting 5 different products.

- Built a 5-year design strategy for the overhaul and migration of several large-scale insurance applications from paper to a unified digital platform and building an automated processing engine.
- Designed a centralized hub for submitting & tracking insurance applications, that boosted brand loyalty and increased digital adoption by 58%.
- Built a UX Design practice and scaled my team to five UX designers.
- Built a reusable design pattern library, increasing consistency by 64% across life, travel and disability insurance ecosystems.

UX/UI Designer

RBC Insurance, Mississauga, ON

Apr 2016 – Apr 2018

Sole UX Strategist in the Insurance space, supporting 3-5 concurrent projects. Seamlessly executed the roles of Designer, Writer, and Researcher in the agile squad.

- Designed mobile apps, serving over a million clients and increased mobile sign-up rate by 23.8%.
- Piloted the migration of the first paper-to-digital life insurance application for B2B brokers and designed a scalable user experience, increasing the customer retention rate by 31.6%.
- Streamlined design-to-development pipeline, resulting in a 59% reduction in design revisions.
- Measured usability through user testing and utilized the qualitative & quantitative feedback to guide subsequent design iterations.
- Utilized Microsoft Azure's AI tools to streamline the tele-interview process to gather client's medical information.

Technical Systems Analyst

RBC Insurance, Mississauga, ON

Jan 2016 – Apr 2016

- Automated system applications using C#, vbscript and JCL coding.

EDUCATION

User Experience Design

University of Toronto

Information Technology

Post Graduation, Lambton College

Information Technology

Bachelors, Anna University

TRAINING

New UX Managers

Nielsen Norman Group

Emerging UX Leaders

Sun Life

Behavioral Economics

Sun Life

AWARDS

CEO's award of excellence

Sun Life, 2022

iStar performance award

Sun Life, 2021

Gold star performance award

Royal Bank of Canada, 2018

SKILLS

Leadership

Design strategy • Product strategy • Design practice • Stakeholder Management • Mentorship • Scaling design orgs

Design

Interaction design • Visual design • Wireframing • Prototyping • User research • Service design

Tools

Figma • Axure • Sketch • Adobe XD • Illustrator • HTML/CSS