

Hello! I am Shreya Mahajan

I lead the design team at EY FCUX, EY India's design practice, and have managed up to 20 direct reports in a practice of 80 designers. In 12 years I have led design on an \$80M national workforce programme for the UAE government, rebuilt retail and corporate banking for a bank in Oman across two brands and two languages, and taken an education product from launch to a million paying users.

I care whether people use what we ship, not how many screens we made.

My Approach

1. **Understand the problem first.** Before designing a beverage company's supply chain platform, I ran workshops that showed their strategy had gaps. That changed what we built.
2. **Make complexity simple.** A bank in Oman needed retail and corporate banking for two brands, in two languages. One design system with shared components and swappable variables made that one job, not several.
3. **Design for the person in front of you.** One client's app was for people opening a banking app for the first time. Every flow had to make sense with no habits to lean on.
4. **Measure what matters.** Success is not screens delivered. It is whether people adopt what we ship and get things done faster.

Key Achievements

- Led design on a UAE government ministry's national workforce portal, an **\$80M EY programme** under UAE Vision 2021 covering the country's workforce and upskilling services.
- Led the integration of the Fortune Cookie UX studio into EY India as EY FCUX, a practice that grew to **80 designers**, with **20 reporting directly to me** at peak.
- Built one design system spanning a bank in Oman and its Islamic brand, across retail, corporate, app and web, in Arabic and English. Led **10 designers** from discovery to developer handover in **three months**, against a fixed go-live date.
- Designed Edvelop, a learning management product, from launch through **1M paid users, \$6M ARR and 10,500+ institutions**; Best Mobile Solution, 2015 Microsoft Office App Awards.
- Built the practice's **6D process** (Discover, Define, Dream, Design, Develop, Deliver), now used on every project.

Professional Experience

Senior Manager, Business Consulting, EY India

Jan 2019 – Present · Pune

Senior Consultant (2019) → Manager (2019–2022) → Senior Manager (2022–present). Continuing after EY's acquisition of Fortune Cookie UX Design.

- Lead a team of 6 designers in EY FCUX (20 direct reports at peak, in a practice of 80). Own hiring, reviews, staffing and design quality across government, banking and supply chain projects.
- Led the integration of FCUX into EY after the acquisition: worked out what the firm needed from design, reshaped roles, and placed designers on projects across EY.

Contact

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Education

2010 – 2014
Bachelor of Design in
Communication Design,
Symbiosis Institute of Design,
Pune

Skills

Leadership

- Design leadership
- Team management & hiring
- Stakeholder management
- Client management
- Design practice building

Strategy

- UX strategy
- Service design
- Design thinking workshops

Design

- User experience design
- Interaction design
- Visual design
- Information architecture
- Multi-brand design systems
- Bilingual & RTL design

Research

- User & stakeholder research
- Journey mapping
- Usability testing

Delivery

- Programme management
- Agile delivery

- Work directly with client executives, and lead the design side of proposals and pitches.

Lead User Experience Designer, Fortune Cookie UX Design

Oct 2016 – Dec 2018 · Pune

- Led design on client projects from first sketch to engineering hand-off. Among them: an Omani bank's mobile app, built for customers using a banking app for the first time.
- Set up the studio's design process and quality standards. Mentored junior designers.
- EY acquired the studio in December 2018 and it became EY FCUX. I stayed and led the integration.

UI/UX Designer, Mobiliya Technologies (Quest Global)

Jul 2014 – Sep 2016 · Pune

- Designed Edvelop, Mobiliya's learning management product, for mobile and web, from launch to 1M paid users, \$6M ARR and 10,500+ institutions. Best Mobile Solution, first place at the 2015 Microsoft Office App Awards.
- Worked in agile squads with product, engineering and QA across Windows, Android, iOS and web.

Design Intern, Lemonade Design

Jan 2014 – Jun 2014 · Pune

Key Projects

National workforce portal for a UAE government ministry

Government · \$80M programme under UAE Vision 2021 · Design lead

The UAE wanted one place for the country's workforce and upskilling needs, under Vision 2021. EY led the \$80M programme and I led its design across the portal's services.

Internet banking redesign for a bank in Oman

Banking · Two brands, retail and corporate, app and web · UX lead and design system

The bank needed retail and corporate banking rebuilt for two brands, its own and its Islamic brand, on both app and web. I led 10 designers through the full cycle in three months, against a fixed go-live date. We audited the existing apps, benchmarked 19 banks, surveyed customers in branches, and built one Figma design system whose components and variables switch between brand, theme and language, including Arabic right to left. We tested prototypes with each of the product's major personas, then handed over to the core banking platform partner for build.

Supply Chain Nerve Centre for a Fortune 500 global beverage company

Supply chain · Analytics platform · UX strategy and design lead

The client ran its supply chain on spreadsheets. We replaced them with one platform that shows what is happening now, across planning, making, sourcing and delivery, and warns teams before something goes wrong. I ran the workshops that found the gaps, then led the design: how information is organised, what the dashboards show, and how alerts work.

Procurement Confirmation Center for the same client

Enterprise procurement · Internal tool · Experience and IA lead

Procurement teams were drowning in confirmations. We rebuilt the internal tool around the tasks people actually do, grouped by document type and operational cycle, so the next decision is always obvious. The result was faster task identification and decision-making, and better adoption across procurement teams.

Mobile banking app for a bank in Oman

Banking · Mobile · Lead UI designer at Fortune Cookie UX

A self-service app aimed at customers who had never used a banking app. The design assumed no prior habits: every flow had to make sense on first use.

Tools

- Figma
- FigJam
- Sketch
- Miro
- Jira
- Adobe Photoshop
- Adobe InDesign

Industry Experience

- Banking & financial services
- Government services
- Supply chain & procurement
- Healthcare
- Logistics
- Enterprise platforms
- Ed-tech

Awards

Best Mobile Solution, 2015
Microsoft Office App Awards,
for Edvelop

Languages

- English
- Hindi
- Marathi