Subah Shekar

Product Design | Content-led UX | AI-assisted Prototyping

Bangalore, India | +91 9884320131 | subah1987@gmail.com
Portfolio: www.subahsportfolio.com | LinkedIn: linkedin.com/in/subah

PROFESSIONAL SUMMARY

Content design leader expanding into end-to-end product design, with 16+ years across content, digital experiences, and campaign operations. Brings enterprise SaaS and fintech experience, a Google UX Design Professional Certificate, and independent UX work in journey analysis, interface design, and AI interaction guidance.

SKILLS

User flows; information architecture; interaction design; interface design; journey analysis; content design; design systems; cross-functional collaboration; AI-assisted prototyping; contextual AI guidance; error and recovery states.

SELECTED PROJECT

AI Website Builder Redesign | Independent design assignment

• Used the brief, user feedback, and journey analysis to propose clearer starting choices, optional brand inputs, generation progress, review controls, and recovery states.

• Created interface designs and proposed AI assistant instructions for contextual guidance. Design exploration, not shipped or validated product outcomes.

PROFESSIONAL EXPERIENCE

Staff Content Designer | Salesforce | Bangalore | Jan 2026 - Present

• Shape Service Cloud journeys across Agentforce Contact Center, Agentforce Voice, Workforce Management, and Workforce Scheduling.

• Develop reusable content patterns; use AI-powered prototyping for exploration and validation through monthly releases.

Senior Content Designer | PayPal | Bangalore | May 2023 - Jan 2026

• Partnered with Product, Design, Research, Engineering, Legal, and Compliance to translate regulatory requirements into customer journeys.

• Shaped India KYC, merchant onboarding, UK gambling-control and vulnerable-customer experiences; explored trust-focused SSN verification content.

Senior UX Writer | ADDX | Singapore | May 2022 - Apr 2023

• As the first UX writer, shaped investor profiling, onboarding, KYC/FATCA reverification, notifications, search, and filters with designers and researchers.

• Established shared content practices and consistent terminology across investment experiences.

Consultant (Principal UX Writer) | Dell International Services India Pvt Ltd | Bangalore | Jun 2021 - May 2022

• Led Dell Design System 2.0 content guidance and redesigned MyFinancials order-management content for complex workflows.

Senior UX Writer (Executive) | PhonePe Private Limited | Bangalore | Jan 2020 - May 2021

• Designed customer-facing content for support journeys, errors, FAQs, chatbot interactions, and feature messaging.

Earlier Experience

Senior Content Writer (Associate), Cognizant Technology Solutions | Apr 2018 - Jan 2020
Intuit QuickBooks Desktop UX content; Jumeirah and Olam AEM migrations.

Copy Writer, Position2 | Jul 2017 - Dec 2017

Senior Content Writer (Associate), Cognizant Technology Solutions | Aug 2014 - Jul 2017

Level 3 Process Specialist & Quality Analyst, Infosys BPO Limited (Telstra) | Jun 2013 - May 2014

Level 4 Campaign Manager, Enqos Software Technologies Pvt Ltd | Aug 2010 - May 2013

EDUCATION AND CERTIFICATION

Google UX Design Professional Certificate
Executive MBA, Marketing Management — Alliance School of Business, Bangalore
BA, English and Communication Skills — Ethiraj College for Women, Chennai