

DEEPALI VINAY

Product UX Designer

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PERSONAL STATEMENT

I currently lead UX for the products in Samsung Knox Suite, driving design strategy and execution for complex enterprise solutions used by businesses globally. I thrive in cross-functional collaboration with senior leaders to shape product vision and strategy. I’m passionate about mentoring design teams, fostering innovation, and taking ownership of impactful, end-to-end user experiences.

EXPERIENCE

Samsung Sr. Staff UX Designer

Mountain view, CA | March 2025 - Present

- Currently, focusing on product discovery for highly strategic new products.
- Integral part of the core team responsible for analyzing the rapidly evolving market landscape and defining next generation experiences of AI and Security products.
- Leading the One Knox App design initiative to radically improve the enrollment and post enrollment experience. Taking a phased approach to get buy-in from leadership. Solving for some unique design challenges that require, tailored research methods, close collaboration with diverse stakeholders, and the ability to adapt to evolving problems.

Samsung Staff II UX Designer

Mountain view, CA | March 2022 - Feb 2025

- Expanded my scope to take on wider range of products. Oversaw the work of a team of 5-7 UX designers working on newer products such as Knox Asset Intelligence and Real Time Location Services. Continued to improve products such as Knox Service Plugin and Knox Capture.
- Mentored, empowered and helped identify key projects for the design team to execute while fostering the culture of product innovation.
- My key contributions on these multi-year initiatives were to define end to end experience, conceiving new innovative ideas and features that help differentiate and strengthen the core product offering.
- Integral in hiring talented UX Designers and Product Managers.
- Won 2024 prestigious International Forum **(iF) Design Award with Knox Capture** in the User Experience (UX) category.
- Won 2024 prestigious International Forum **(iF) Design Award with RTLS** in the User Experience (UX) category.
- Won 2022 **SF Design award with Knox Asset Intelligence** in the data category.

Samsung Staff I UX Designer

Mountain view, CA | January 2019 - Feb 2022

- Design lead for multiple products (Mobile Enrollment, Enterprise Firmware-Over-The-Air, Knox Capture) within the Knox Suite. Both E-FOTA and Knox Capture were brand new products where I led the end to end product design from concept to launch independently.
- My approach was to learn from research, help inspire and engage product/dev teams, to design a better product together while keeping users at the center. Worked with global B2B product teams to influence the product direction.
- Championed Knox Capture innovation by defining UX differentiators, filing a patent, and leading continuous design improvements post-launch.
- Filed a **patent for the visual selector feature in Knox Capture**. Approved in 2024.

Apttus Sr UX Designer

San Mateo, CA | August 2017 - January 2019

- Designed next generation products and mobile experiences for core products like Configure price quote, Contract management, e-Commerce, Analytics.
- Also, established design patterns by working collaboratively with design, engineering and product teams.

Apttus UX Designer

San Mateo, CA | January 2015 - July 2017

- Worked on designing compelling and intuitive designs for the Quote to Cash products of Apttus.
- Partnered across product management and engineering to help execute flawlessly.

Australia New Zealand Bank Sr Developer

Bangalore, India | August 2011 – December 2012

Cognizant Technology Solution Developer

Bangalore, India | November 2008 – July 2011

SKILLS

Interest

Thought Leadership
Product Innovation
Vision Strategy

Core Competencies

Cross Team Collaboration
User Experience Design
Interaction Design
Mobile App Design
Information Architecture
User Research
Visual Design

Design Tools

Figma
Sketch
Zeplin
Adobe Creative Suite
Keynote

CERTIFICATIONS

Tranforming the UX through AI
Stanford

UX and Interaction Design for AR/VR/
MR/XR,
Developing Innovative Ideas for New
Companies: The First Step in
Entrepreneurship,
Human-Computer Interaction
Coursera

Design Research Techniques
Cooper

EDUCATION

University Of California, Santa Cruz
Santa Clara, CA | March - December
2014
Web and Interactive Media Design

Vellore Institute Of Technology,
University
Vellore, India | August 2004 - May
2008
B.Tech, Computer Science
GPA : 3.99/4
Merit Scholarship ‘06 ‘07 ‘08