



Sehej Pahujaa

User Experience Designer

Seasoned UX Designer with 5+ years spanning healthcare, fintech, and automotive - currently at Deloitte where I've led \$6.7M+ client pursuits and shipped enterprise-scale AI tools. I work best at the intersection of ambiguous business problems and complex user needs, translating stakeholder expectations into experiences that drive measurable outcomes.

When I'm not pushing pixels, I'm chasing light with a camera — hunting for the perfect iced latte in cities I probably booked a flight to on a whim.

Contact

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Linked In

Sehej Pahujaa

Portfolio Link



spahujaa.github.io/portfolio/

Awards & Certifications



Outstanding Performance Award (2025)

Deloitte US offices of India



Applause Award (2025)

Deloitte US offices of India



Spot Award (2024)

Deloitte US offices of India



New Kid on the Block (2023)

Lollypop Design Studios



Make A Difference Project - FORD (2022)

YUJ Designs



The Rising Star - 2022

YUJ Designs



Remember Now (Research)

Harvard T.H. Chan School of Public Health

Experience (5+ years)

February 2024 - Present (2+ years)

Deloitte US offices of India

UX Consultant

1. AI Medical Writing Assistant :

- Led and won the pitch worth \$6.7M for a Swiss multinational healthcare company
- Accelerated drafting of document which is an intensive process to increase productivity by 20-30%

2. R&D-driven Japanese biopharmaceutical leader :

Facilitated alignment across development, design, and client teams — resolving last-minute feedback loops and maintaining schedule integrity.

3. American MNC focused on biotechnology, pharmaceuticals, and medical devices

: As sole designer, delivered a multi-persona baseline prototype in 2-3 weeks; early contributions cited as key differentiators in a \$1.6M pursuit.

June 2023 - February 2024 (6 months)

Lollypop Design Studios

Associate Senior UX Designer

- **Reveal Health-tech** : Led end-to-end website design for a care-centric health-tech platform, delivered in 2.5 weeks from brief to handoff.
- **Leading International School** : Redesigned the entire student admissions process end-to-end for a global school brand, reducing friction across multiple applicant personas

May 2021 - June 2023 (2 years)

Yuj Designs | Pune, India

UX Designer

- **FORD** : Strategised and designed a futuristic ride-share app for upcoming EV vehicles — recognised with the Make A Difference Project award.
- **TATA Motors Financing platform** : Partnered with business head to digitise the offline vehicle financing model into an online portal, streamlining the dealer and customer journey.
- **ZS Associates** : Embedded as contractor to resolve periodic UX concerns in the reporting vertical.
- **Adani Soul, ZS Healthcare, IDFC First** : Won 2 out of 3 competitive pitches by delivering research-backed Proof of Concept designs under tight timelines.

June - November 2020 (6 months)

VMLY&R (a WPP Subsidiary) | Mumbai, India

UX Intern

- **IDFC First Bank** : Re-imagined a new-age banking system, balancing stakeholder expectations with customer feedback to define future-state flows.
- **IIT Bombay** : Sole designer on a game-based English learning platform for underprivileged children, in collaboration with IIT Bombay.

Skills

Research & Strategy

- User Interviews
- Contextual Inquiry
- Journey Mapping
- Experience Mapping
- Competitive Analysis
- Synthesis & Insight

Design & Delivery

- Wireframing
- Prototyping
- Design Systems
- Stakeholder Management

Software

- Figma, Figjam
- Miro
- Adobe Creative Suite
- HTML/CSS/JS (basic)

AI Tools

- Claude
- Midjourney
- Vibe Coding/Ai assisted design

Education

2017-2021

B.des. Humanising Technology

3.61/4 CGPA

School of Design, NMIMS Mumbai

2017

Indian School Certificate - Science

74% , Jamnabai Narsee School

2015

ICSE

90% , Jamnabai Narsee School

Volunteering & Social Impact

○ 2019 (1 month)

Mumbai Mobile Creches

Project Intern

- Directed and Produced a promotional video showcasing puppetry aiding the NGO to advertise the skillsets of students.
- Upgraded the experience of the puppet show that children perform by writing a moral based story and providing studio-level artefacts to enhance their exposure and skills.

○ 2017 (40 hours)

Institute for Exceptional Children

Intern

- Created display charts highlighting strengths of the NGO to circulate on social media.
- Researched and arranged the play therapy room for children that visit the NGO.

What I Bring

○ Cross Domain Functionality

Healthcare, fintech, automotive, EdTech – I adapt quickly and bring domain knowledge that accelerates discovery.

○ Consulting-grade communication

Comfortable presenting to C-suite and business leads; experienced in pitch situations with real commercial stakes (\$6.7M+).

○ Research to pixel

I own the full process – from user interviews and synthesis through to final handoff – without losing sight of business goals.