

Harish Mella

DESIGN LEADER | EXPERIENCE STRATEGY | DESIGNOPS

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DESIGN LEADERSHIP PROFILE Design leader with 15+ years of experience directing digital product and experience design across enterprise platforms, consulting engagements and design-led ventures. Combines hands-on craft, strategic facilitation and DesignOps leadership to translate complex business goals into coherent, scalable experiences. Experienced in executive workshops, global team leadership, client presentations, hiring, mentoring and design-system adoption across AI, automation, fintech, healthtech, logistics and other digital domains.

CORE LEADERSHIP CAPABILITIES

Creative & Experience Direction | Product and UX Strategy | Visual / Interaction / Typographic Craft | Client Workshops & Executive Storytelling | **Design Systems & DesignOps |** Research, Concepting & Prototyping | **Global Team Leadership |** Hiring, Mentoring & Performance Development | AI-enabled Experience Design | Cross-functional Delivery

PROFESSIONAL EXPERIENCE

Founder

Nousverse LLP

Oct 2023 – Present

- Lead a design-led studio delivering product strategy, UX/UI, digital experience and brand-led web engagements from discovery through launch.
- Act as a fractional experience leader for clients, shaping design vision, prioritisation, customer journeys and cross-functional execution.
- Direct the quality of interactive, visual and content-led outputs; review work before client presentation and provide clear, constructive feedback.
- Facilitate stakeholder conversations and workshops to clarify business goals, audience priorities, positioning and measurable experience outcomes.
- Apply emerging technologies and AI-assisted workflows to research synthesis, concept development, prototyping, content production and implementation.
- Coach designers and early-career professionals in research, wireframing, design systems, accessibility, presentation and product thinking.

Selected impact: Built broader business leadership and creative-direction capability across multi-domain engagements while remaining close to craft and delivery.

UX Manager & DesignOps Lead | Experience Strategy Partner

Accenture – Operations Interactive

Oct 2023 – Sep 2025

- Led UX and DesignOps for large-scale enterprise transformation programmes, partnering with senior leadership to convert strategic intent into actionable design outcomes.
- Defined experience strategy for SynOps, Accenture's intelligent operations platform, aligning AI, automation and human-centred design across finance, HR, supply chain, customer operations and legal.
- Championed adoption of the Groove Design System to create a consistent “One Accenture” experience and improve scalability across products and teams.
- Translated Future Enterprise goals into north-star journeys and design principles; facilitated executive workshops to align leadership, product and delivery teams.
- Managed distributed design and product teams across the United States, the Philippines, Costa Rica and India, enabling collaboration and knowledge sharing.
- Established DesignOps practices that reduced design debt, clarified governance and strengthened collaboration between design, product and engineering.
- Partnered with hiring teams on recruitment drives, interviewing and selecting UX talent to expand a capable and diverse design organisation.
- Advocated explainable AI and trust-centred interactions so users experienced automation as supportive, transparent and controllable.

Selected impact: Bridged leadership vision and cross-platform execution around a unified design system, improving adoption and long-term scalability across Operations and Legal domains.

UI/UX Program Manager

Oct 2021 – Oct 2023

WebileApps (India) Pvt. Ltd. (A KFin Technologies company)

- Directed end-to-end UX/UI programmes across fintech, healthtech, logistics, entertainment and enterprise applications, from discovery and concepting through delivery.
- Owned UX strategy, client engagement and design quality, ensuring product decisions balanced user needs, business goals and technical constraints.
- Created UX roadmaps and led R&D initiatives that strengthened the company's design capabilities and service maturity.
- Led and mentored designers, established repeatable practices and improved collaboration across design, product and engineering.
- Built prototypes, usability-testing approaches, design documentation and stakeholder narratives to accelerate decision-making and implementation.
- Presented design rationale and recommendations to diverse audiences, adapting the level of detail for executives, product teams and engineers.

Selected impact: Secured KFinTech as a client through rapid synthesis of user-research insights and high-quality prototypes, demonstrating the design team's value and contributing to a relationship that preceded WebileApps' acquisition by KFinTech.

SELECTED DESIGN LEADERSHIP THEMES

- Creative direction and craft:** Provide line of sight across experience, interaction, visual, typographic and stylistic decisions; raise quality through clear critique and hands-on guidance.
- Client and stakeholder leadership:** Build trust with senior stakeholders, facilitate workshops, present work persuasively and connect design recommendations to business outcomes.
- Team development:** Mentor designers through regular feedback, growth conversations, review rituals and opportunities to lead; support hiring and capability building.
- Innovation and emerging technology:** Explore AI, automation and new interaction patterns through research, concepting and prototypes while maintaining transparency, usefulness and human control.

EDUCATION & EXECUTIVE LEARNING

Certification in Fullstack Web Development Coding Ninjas	2026
Certification Programme in Intelligent Interaction Design Indian Institute of Science, Bengaluru	2025
Certification Programme in Persuasive UX Strategy Indian Institute of Technology, Delhi	2024
Human Computer Interaction for AI Systems Design University of Cambridge	2023
Post Graduate Certification in Product Management Northwestern University: Kellogg School of Management	2023
Bachelor of Engineering Electronics & Communication Engineering, Anna University.	2003–2007

TOOLS & LANGUAGES

- Design & collaboration:** Figma, FigJam, Miro, Sketch, Adobe XD, Photoshop, Illustrator, InVision, Microsoft 365, prototyping and AI-assisted design workflows
- Languages:** Telugu (native), English (fluent), Hindi (fluent), Tamil (moderate), Spanish (beginner)