

Sureshbabu Shanmugaraj

Senior UI/UX Designer | User Experience Designer | UX Strategy

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PROFESSIONAL SUMMARY

Senior UI/UX Designer with **6+ years** of experience delivering e-commerce SaaS, enterprise, fintech, recruitment, and e-commerce products. Specialized in user research, UX strategy, interaction design, usability testing, design systems, and cross-functional collaboration. Improved design-to-development handoff efficiency by **40%**, built scalable design systems across **5+ products**, and mentored **5+ junior designers**. Leverages AI-assisted workflows to accelerate research synthesis, ideation, and prototyping while ensuring design decisions remain grounded in user needs and business objectives.

EXPERIENCE

Senior UI/UX Designer (Contract) Jun 2025–Oct 2025
Hepto Technologies

- Led end-to-end UX initiatives for workflow-driven SaaS applications with product managers and engineers.
- Improved design-to-development handoff efficiency by **40%** using reusable components and structured documentation.
- Conducted user research, usability testing, and heuristic evaluations that informed UX improvements across workflow-driven web applications.
- Designed responsive user flows, wireframes, prototypes, and high-fidelity interfaces that streamlined collaboration between design and development teams.

Design Operations Lead | Senior UI/UX Designer Oct 2020–May 2025
Hitasoft Technology Solutions Pvt Ltd

- Defined UX strategy across enterprise, SaaS, fintech, recruitment, and e-commerce platforms.
- Built scalable design systems across **5+ products**, improving consistency and delivery speed.
- Mentored **5+ junior designers** through structured reviews and coaching.
- Partnered with product, engineering, QA, and stakeholders throughout Agile delivery.
- Supported business development through UX proposals, client presentations, and solution demonstrations for prospective projects.

UI/UX Designer May 2019–Mar 2020
Hitasoft Technology Solutions Pvt Ltd

- Designed responsive web and mobile experiences across multiple client projects.
- Created user flows, wireframes, prototypes, and production-ready UI designs.
- Collaborated with developers to ensure high-quality implementation.

SELECTED PROJECTS

Confidence-Centered Fashion Commerce

- Conducted behavioral research to uncover purchase-confidence gaps.
- Designed AI-assisted shopping experiences using UX best practices and interactive prototypes.

PayNORA – Accessible Fintech Experience for Senior Citizens

- Conducted **20+ usability sessions** and 15+ user interviews to identify accessibility and confidence barriers in digital payments.
- Designed a confidence-first fintech experience with voice assistance, multilingual support, and **WCAG 2.1 AA** compliant interfaces.

Shinewoods UX Audit

- Performed heuristic evaluations across recruiter, talent, and admin workflows.
- Proposed UX improvements that enhanced navigation and task efficiency.

EXPERTISE

UX Design: User Research, UX Strategy, Interaction Design, Wireframing, Prototyping, Information Architecture, Design Systems, Usability Testing

Tools: Figma, FigJam, Adobe XD, Photoshop, Illustrator, Miro, Maze

AI-Assisted Design: ChatGPT, Claude, Cursor, Lovable, Figma AI, Prompt Engineering

Collaboration: Agile, Stakeholder Management, Cross-functional Collaboration

CERTIFICATIONS

Design for Change (DFC) Product Design Program Jan 2026–Apr 2026

- Awarded the **Creative Finisher** recognition and recognized for one of the **Outstanding Figma Friday Sessions** during **Hackathon**.
- Active member of the **Design for Change** community, continuously upskilling through workshops and design challenges.

EDUCATION

PG Diploma in User Interface Design 2018

B.Sc. Computer Science 2017