SUSHIL SYLVESTER SURESH
Bengaluru – 560046
Email: sushilsylvesters@gmail.com | Phone: +91 9900579246
LinkedIn: linkedin.com/in/sushilsylvesters
Portfolio: sushilsureshportfolio.netlify.app

ABOUT ME

User Experience & Service Designer with **4 years of hands-on experience** and **a Master's in UX Design from the University of the Arts London**. I specialize in designing scalable, secure, and technically complex systems for enterprise users. My strengths lie in **systems thinking, cross-functional collaboration, and user research**, with recent work focused on internal tools, design systems, and developer workflows.

WORK EXPERIENCE

Sr. Associate User Experience Designer | MBRDI via Kyndryl
April 2024 - Present

- Designed **UX for internal enterprise applications** used by engineers and analysts, improving usability and reducing operational time by 50%.
- Created and implemented a **design system** tailored for scalable internal tools, reducing design and dev inconsistencies.
- Led **service design initiatives** to streamline developer workflows and internal dashboards.
- Advocated and implemented **user-centered research practices**, including **usability testing**, **feedback sessions**, and **stakeholder alignment**.
- Delivered **detailed UX documentation** covering edge cases, interaction logic, and developer handoffs.
- Received direct commendation from the **Chief Product Owner** for UX clarity and documentation quality.

Designer | IBM
May 2021 - Sep 2022

- Designed **secure and scalable enterprise interfaces** using **IBM's Carbon Design System.**
- Collaborated with **engineering** and **business teams** to deliver coherent, **cross-platform user experiences**.
- Focused on **internal-facing tools** and **developer dashboards** with **complex information architecture.**
- Led **usability testing** and **heuristic evaluation** for continuous improvement cycles.

Web Designer/Developer | Native Creativ
May 2020 - Feb 2021

- Developed **user-friendly**, **accessible websites** and **small e-commerce stores**.
- Balanced **visual design** with t**echnical feasibility**, using **HTML, CSS, WordPress**, and **Shopify.**
- Conducted **stakeholder interviews** and **usability testing** to deliver **custom design solutions**.

Research Associate | Art Science BLR

Dec 2019 – Mar 2020

- Built an **Arduino-based**, **brain-responsive creative tool** for **public exhibitions**.
- Involved in **rapid prototyping**, **user testing**, and **hands-on workshop facilitation**.

EDUCATION

Master's Degree in User Experience Design

University of the Arts London | 2022-2023

- Specialized in i**nteraction design** and **research methodology**.
- Recognized by the **Greater London Authority** for "**Praiselab**" project on collaboration tools.

Bachelor's Degree in Creative Arts

Srishti Institute of Art, Design and Technology | 2016-2020

- Focus on **human-centered design, system thinking**, and **design research**.

SKILLS

UX & Service Design: Research, Journey Mapping, IA, Wireframing, Prototyping, Usability Testing
Tools: Figma, Miro, Adobe CC, HTML/CSS, Jira, Confluence
DevOps Context Familiarity: developer workflows, dashboard and admin tool design
Soft Skills: Collaboration, Systems Thinking, Communication, Documentation

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CERTIFICATIONS & AWARDS

- **Enterprise Design Thinking Co-Creator**, IBM, July 2021
- **Enterprise Design Thinking Practitioner**, IBM, June 2021
- **Design & User Experience (D&UX) Essentials**, IBM, July 2021