

# Surya Prakash Rajasekar, MSc UX

UX Designer, London

+44 74362 31904 | [pixelsurya@gmail.com](mailto:pixelsurya@gmail.com) | [LinkedIn](#) | [Portfolio](#)

Passionate UX Designer with proven ability to conduct user research, interpret user insights and translate research into elegant, intuitive designs using Adobe XD, Figma, Sketch & other design tools to engage users and fulfil business goals with over 4 years of industry exposure. Enthusiastic about delivering elegant digital experiences through user-focused design thinking, rapid prototyping & experimentation.

## Relevant Experience

### 1. Product Designer & Researcher

1UP (Freelance) | October 2023 to Present

- Utilized user-centred design methodology to conceptualize and design user flows, wireframes, and interactive prototypes for a new WEB3 platform focused on crypto, metaverse and NFTs.
- Collaborated cross-functionally with developers and product managers to ensure designs met technical requirements while optimizing usability.
- Developed and distributed online surveys to capture quantitative data around user behaviours, preferences, and motivations.

### 2. UX Researcher

Goldsmiths, University of London | September 2022 to September 2023

- Investigated supermarket accessibility challenges for older adults and proposed solutions to improve their shopping experience through assistive devices, shelf designs, and streamlined checkouts.
- Proposed design improves Photo-Me booth accessibility and usability through an adjustable screen, tactical camera controls, and centralized payment module allowing users of all statures to remain comfortably seated.
- Explored customer pain points in supermarket product location, evaluating barriers and identifying user needs. Explored design requirements for an in-store aisle/product finder tool to aid navigation, especially for newcomers.
- Service design to help people from age 35 to 50 who is a UK resident to plan for their retirement starting from research, analysis, visualization and design proposal.
- Researched WhatsApp issues through literature review, pinpointing information organization and navigation problems. Proposed enhanced designs with advanced search, custom filters, tabs, integrated file management, and personal notes tools for improved user experience.
- Improved Tesla's APA system UX by addressing challenges, emphasizing human-centric solutions. Analyzed system components, proposed enhancements for visualizing detection range, controls, loading screens, parking space interface, trajectory forecast, and obligation warnings.
- Conducted intense product research with an aim to enhance the UX of Hot plate hobs in UK. Proposed new layout, and knob placements in the hob which proved improved customer satisfaction eventually reducing frustration.
- Explored the UX of hand tracking in Meta Oculus Quest 2 VR headsets, addressing the Midas Touch issue with the pinch gesture. Proposed new gestures for core functions after user testing, enhancing immersion and usability. Created video prototypes with Figma and Adobe Premiere Pro, evaluated via Wizard of Oz testing to establish a socially acceptable gesture set for improved navigation and interactivity.

### 3. Associate - Experience Designer

Infosys Limited | March 2021 to September 2022

**Projects:** Finacle Design System - B2B SaaS; United Airlines - B2C; The Hershey Company - B2B; L'Oréal Presales - B2B; Google Ed Tech Solutions - B2B2C SaaS

- Collaborated with development teams to ensure the UX alignment of WordPress to accessibility standards and responsive design best practices
- Enhanced navigation and boosted productivity for the FinTech and global enterprise clients by creating elegant design systems informed by extensive usability studies, participatory design sessions, and A/B testing optimization.
- Pioneered simplified signage, next-gen portals, and data-driven dashboards for global enterprises, synthesizing findings from ethnographic studies, focus groups, and neuro-imaging to drastically improve UX across platforms.
- 34% increase in user engagement on data visualization platforms by enhancing information architecture, bold visuals, and relentless user-centric iteration which led to exquisite UX.
- Conducted large-scale diary studies, and usage analytics to reimagine intranet design, elevating workplace efficiency for 50k employees.
- Led multi-disciplinary teams in research and ideation for EdTech platforms, rapidly prototyping and user testing concepts with AR, and AI to make learning ultra-intuitive.
- Conducted intensive ethnographic research and exploratory user interviews to uncover key pain points and opportunities to improve accessibility and inclusivity in digital experiences. Synthesized insights into an award-winning UX research input outlining practical strategies and recommendations adopted by industry leaders, ultimately enhancing UX design practices across organizations.

### 4. Associate UX Consultant | Tutor

Ilakku Learning (Freelance) | July 2020 to March 2021

- Lead end-to-end UX research activities including stakeholder interviews, user surveys, persona development, customer journey mapping, usability testing, and synthesis of findings into actionable product insights.
- Develop engaging curriculum and lesson plans for UX and product design courses. Incorporate active learning methods like design thinking exercises, hands-on tutorials, and small group projects. Deliver dynamic lectures and demos to classes of 15-20 students.

## Additional Experience

### 1. Guest Lecturer | Tutor

SRM Institute of Science & Humanities | November 2019 to March 2020

Bharath Institute of Science & Humanities | February 2019 to January 2021

- Taught undergraduate-level courses in Digital media (Adobe XD, Figma, Adobe Photoshop, Adobe Audition, Adobe Premiere Pro), Introduction to Digital Media, Media Laws & Ethics, Filmmaking, and Principals of Videography & Photography to classes of 60-100 students.
- Lead field trips to local TV stations, photography studios and post-production houses
- Pioneered an Intro to Filmmaking capstone group project resulting in higher student engagement
- Secure grants and external funding for media arts lab equipment and visiting artist workshops

### 2. Assistant – Cinematography | Editing | Brand Management

Tamada Media (Internship) | January 2020 to November 2020

## Education

1. **M.Sc. User Experience Engineering**  
Goldsmiths, University of London  
September 2022 to September 2023
2. **B.Sc. Visual Communication**  
SRM Institute of Science & Technology  
June 2017 to March 2020
3. **Certificate Courses**
  - Introduction to UX Design, Georgia Institute of Technology ([Coursera - 2019](#))
  - UX & Web Design Master Course: Strategy, Design, Development ([Udemy - 2020](#))
  - UX Design - From Beginner to Professional UX Designer: 4-in-1 ([Udemy - 2020](#))

## Visa

Graduate Route Visa (valid till 29 November 2025)

## Awards & Recognitions

1. **Infosys Limited**  
Rise Awards - Finacle Design System (2022), United Airlines (2021)
2. **SRM IST**  
French Proficiency Award - A+

## Skills

- **Research:** Usability Study, Surveys, Participatory Design, Ethnographic Research, Data Analysis, Competitive Analysis, Personas, User Story, Journey & Empathy Mapping, Product Road Mapping, User Interviews, Focus Groups, Diary Studies
- **Testing:** Usability Testing, Wizard of Oz Testing, A/B Testing, EEG/Biometrics, Think Aloud Protocol, Heuristic Analysis, Accessibility Testing, Eye Tracking, Concept Validation Testing, Feasibility Check
- **Design:** Design Systems, Wireframing, Prototyping, Information Architecture, Inclusivity and Accessibility Standards Compliance, Style Guides and Library Maintenance, CMS, Lean Agile, B2B, B2C, SaaS, User-Centred Design, Responsive/Adaptive Design, UI Design, Service Design
- **Analysis:** Analytics Review, Journey Mapping, Affinity Diagramming, User Flows, Task Analysis, Heuristics Analysis, Funnel Analysis, Jobs to Be Done
- **Collaboration:** Stakeholder Presentations, Design Studios, Cross-Functional Collaboration, Active Listening, Design Critiques, Workshop Facilitation
- **Tools:** Figma, Adobe XD, Sketch, Miro, Jira, Confluence, Microsoft 365, Uizard, Voiceflow, Adobe CC, WordPress, Drupal, Google Analytics, HTML/CSS, Unreal
- **Soft Skills:** Communication, Visual/Graphic Design, Storytelling, Creative Problem Solving, Empathy, Adaptability, Attention to Detail, Cross Functional Interaction and Collaborations