Sanath Suram UI/UX Designer & Frontend Developer

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Summary

A strategic UI/UX Designer with over 5 years of experience in creating user-centric web and desktop applications. I specialize in designing and developing common UI components and design patterns that can be extended across product suites. My dual background in design and front-end development (using Figma and JavaScript) makes me an effective bridge between design and engineering, ensuring designs are both innovative and technically feasible. I have a strong foundation in UX research methods, including A/B testing, to inform design decisions and improve user productivity.

Technical Skills

- **UI/UX Design & Prototyping:** Figma, Axure RP, Adobe Creative Suite (Photoshop, Illustrator, Adobe XD), Sketch, InVision, UXPin
- **User Research & Testing:** Maze, UserZoom, A/B Testing, User Interviews, Usability Testing, Heuristic Evaluations, Heatmaps.
- **Interaction Design:** User Flows, Wireframes, Prototypes, Information Architecture, Motion Design, High-Fidelity Prototypes.
- **Design Systems & Handoff:** Design Systems, Tailwind CSS, Design Tokens, Jira, Zeplin, Agile (Scrum/Kanban), Miro, FigJam
- **Web & Mobile Design:** HTML, CSS, Bootstrap, JavaScript,Typescript, React JS, Next JS, Git, WCAG 2.1, Framer
- **Data-driven Decision-making:** Dashboard Design, Data Visualization, System Workflows, Tableau, Qualtrics, Google Analytics

Professional Experience

UI/UX Designer & Frontend Developer, Medlaunch Concepts   06/2025 – Present | Remote, USA

- Lead the interactive design vision for a hospital accreditation portal, owning user flows, page layouts, and interface components to improve engagement and compliance workflows.
- Rapidly created wireframes and high-fidelity prototypes in Figma, iterating designs based on user research and sprint feedback.
- Designed responsive interfaces with a mobile-first approach, ensuring seamless cross-device experiences.
- Enhanced and maintained the design system, ensuring scalability for future features.
- Developed and designed front-end components using React JS and Figma screens, ensuring a smooth handoff to the development team.
- Facilitated collaborative design workshops with stakeholders, enabling cross-functional teams to ideate and align on key design challenges.

UI/UX Designer, Threekit   08/2024 – 06/2025 | Remote, USA

- Owned end-to-end UX for an AR-based virtual try-on platform, developing interactive wireflows and prototypes for multi-sided user experiences.
- Conducted A/B tests with 500+ participants, analyzing data to optimize navigation and UI elements, improving task completion rates by 35%.
- Integrated AI-powered personalization, boosting conversion rates by 50% while collaborating closely with engineering to ensure timely implementation.
- Managed and evolved the design system to maintain visual and interactive consistency.
- Partnered with marketing to align the platform's UI with brand guidelines, ensuring cohesive messaging across touchpoints.
- Created interactive onboarding flows to help new users understand complex AR features, reducing support tickets by 25%.

UI/UX Designer, Intense Technologies   09/2021 – 07/2023 | Hyderabad, India

- Translated business goals and user stories into refined UX and UI designs for 20+ hardware-integrated web and desktop applications.
- Led workshops with stakeholders to sketch and validate UX workflows, aligning complex requirements with user needs.
- Conducted usability testing to uncover insights, iterating designs that increased efficiency and reduced errors.
- Collaborated cross-functionally with designers, developers, and product managers, ensuring alignment and high-quality implementation.
- Developed design documentation and guidelines to help developers maintain consistency in future updates.

UI/UX Designer, Inus Tech   01/2020 – 08/2021 | Hyderabad, India

- Conducted user interviews and analytics reviews to identify pain points, then rapidly prototyped and tested solutions, improving product discovery by 40%.
- Designed interactive mockups and wireframes, integrating Zeplin for seamless design handoff to developers.
- Held regular user feedback sessions, ensuring users' voices directly shaped future design iterations.
- Introduced accessibility best practices, including color contrast improvements and keyboard navigation support, to meet WCAG 2.1 compliance.

Education

University of North Texas   Denton, TX, USA | 08/2023 – 12/2024
Masters in Advanced Data Analytics

Certifications

Certified UX Design Professional | Google, Figma UI UX Design essentials | Udemy Figma