

SANATH SURAM

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SUMMARY

UI/UX Product Designer with 5+ years of professional experience driving product innovation through user-centered design and mixed-methods research. Specialize in designing sophisticated digital products and translating complex business goals and technical constraints into clear, usable, and elegant design solutions. Proven ability to collaborate across multidisciplinary teams to turn user insights into strategic product decisions, leveraging iterative research, usability testing, and data-informed design. Experienced in planning and conducting user research and usability testing, with proficiency in modern design and prototyping tools including Figma.

CORE COMPETENCIES

User Research | Prototyping | Wireframing | Design Systems | Usability Testing | Information Architecture | Agile Development | User Interviews | A/B Testing | Accessibility (WCAG 2.1) | Cross-Functional Collaboration | Data Visualization | Interaction Design | Stakeholder Management | User-Centered Design | Design Thinking | Product Strategy | Conversion Rate Optimization

TECHNICAL SKILLS

UI/UX Design & Prototyping

Figma (Expert: Auto-Layout, Components/Variants, Prototyping), 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, Interactive Mockups, Storyboarding

Design Systems & Handoff

Design Systems, Tailwind CSS, Design Tokens, Jira, Zeplin, Agile (Scrum/Kanban), Miro, FigJam

Web & Mobile Design

HTML, CSS, JavaScript, React JS, Bootstrap, Git, WCAG 2.1, Webflow, Framer

Data-Driven Decision Making

Dashboard Design, System Workflows, Tableau, Qualtrics, Google Analytics

EXPERIENCE

UI/UX Designer

Threekit | Remote, USA | August 2024 – Present

- Collaborated with developers, artists, and product managers using Zeplin, ensuring accurate UI implementation and maintaining a seamless handoff process, reducing design-to-development gaps by 40%
- Created interactive site navigation and delivered prototypes and wireframes for a new digital product interface, improving customer experience and achieving a 45% increase in user engagement
- Developed intuitive interaction models for product exploration, which reduced user errors by 30%

- Led requirement-gathering sessions with stakeholders, aligning business needs with user expectations, ensuring timely delivery of optimized UI components within an Agile environment
- Integrated AI-powered personalization using Runway ML, tailoring product recommendations, which directly led to a 50% increase in conversion rates

UI/UX Designer

Intense Technologies | Hyderabad, India | September 2021 – August 2023

- Designed and prototyped 20+ web and desktop interfaces for hardware-integrated applications (IoT, printers, scanners), demonstrating experience in enterprise-like contexts and reducing development time by 30%
- Created and managed a comprehensive design system to ensure consistency and scalability across multiple web-based applications, resulting in 40% fewer inconsistencies
- Partnered closely with designers, UX writers, researchers, developers, and product managers to align UX goals across all teams
- Conducted usability testing and developed a customer experience strategy for integrating AI personalization, which boosted conversion rates by 50%
- Developed system design frameworks for managing external device connectivity (IoT, printers, scanners), which optimized UI consistency across device interactions

UI/UX Designer

Inus Tech | Hyderabad, India | January 2020 – September 2021

- Improved navigation and checkout flows using Axure RP, reducing checkout steps from 5 to 3 and implementing auto-fill and multiple payment options, which decreased cart abandonment by 25% and increased conversions by 18%
- Conducted user interviews and behavior analysis using Google Analytics, identifying major pain points and collaborating with researchers to improve product discovery efficiency by 40%
- Designed 30+ wireframes and 10 high-fidelity prototypes using Adobe XD and partnered with developers and stakeholders, integrating Zeplin to achieve 90% positive feedback on the design handoff process
- Conducted A/B testing with 500+ users and collaborated with data analysts and marketing teams to interpret results, leading to a 30% increase in session duration and a 20% improvement in task completion rate

EDUCATION

Master of Science in Advanced Data Analytics

University of North Texas | Denton, TX, USA | August 2023 – December 2024

CERTIFICATIONS

- Certified UX Design Professional | Google
- Figma UI UX Design Essentials | Udemy