

Sanath Suram UI/UX Designer/ Product Designer

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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. I 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. My background includes planning and conducting user research and usability testing, and I am proficient with modern design and prototyping tools like Figma.

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, Interactive Mockups, Storyboarding, Motion Design
- **Design Systems & Handoff:** Design Systems, Tailwind CSS, Design Tokens, Jira, Zeplin, Agile (Scrum/Kanban), Miro, FigJam
- **Web & Mobile Design:** HTML, CSS, Bootstrap, JavaScript, React JS, Git, WCAG 2.1, Webflow, Framer
- **Data-driven Decision-making:** Dashboard Design, Data Visualization, System Workflows, Tableau, Qualtrics, Google Analytics

Professional Experience

UI/UX Designer, Threkit 08/2024 – Present | Remote, USA

- 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.
- Successfully guided the development of sophisticated interaction models for a new digital product interface, enhancing usability and reducing user errors by 30%.
- Worked in a rapid Agile (Scrum) environment, iterating designs based on sprint feedback to ensure the timely delivery of optimized UI components.

UI/UX Designer, Intense Technologies 09/2021 – 08/2023 | Hyderabad, India

- 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 01/2020 – 09/2021 | Hyderabad, India

- Improved navigation and checkout flows using Axure RP, reducing checkout steps from 5 to 3 and implementing auto-fill/multiple payment options, which decreased cart abandonment by 25% and increased conversions by 18%.
- Conducted user interviews and behavior analysis (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 (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

University of North Texas

Masters in Advanced Data Analytics

Denton, TX, USA | 08/2023 – 12/2024

Certifications

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