

Hi

I'M SUMA NARAYAN

I LOVE DESIGNING FOR PEOPLE  
I'M A UX / UI DESIGNER FROM SYDNEY, AUSTRALIA

# A little about me

I'm a User Experience Designer dedicated to crafting meaningful solutions for people. With over **10+ years of professional experience** in the design industry, I specialize in developing innovative solutions for desktop/web/mobile applications. I excel as a creative problem solver.

My journey into UX design commenced during my tenure as a Creative Designer at Accenture Technology Labs, India. As the **sole designer for the R & D team**, I engaged with **multidisciplinary groups**, contributing to a range of projects. I crafted User Interfaces and Visual Designs for software applications, addressing diverse design requirements for international clients. While pursuing my **Master's in Design in London**, my enthusiasm for UX design deepened. I developed a keen interest in comprehending user and business needs through innovative and creative approaches.

Whilst studying my Masters in Design from London, I became passionate about understanding the user and also business needs through **innovative and creative ways**.



## UX/UI & Prototyping

Figma  
XD  
Photoshop  
Illustrator

## Research

Usability Testing  
User Interviews  
Dovetail

## Project Management

Miro  
Slack  
Jira  
G Suite

## Data Analytics

AMS - Quicksight  
Heap.io  
Datadog

# CONTENTS

1

## Xplan

Desktop app

A financial advisers tool to engage with customers and maintain daily activities

2

## Xinja

Mobile app

Mobile app that will help first home buyers to start application without having to spend money on financial advisers

3

## RiverNile

Iress office visit

Iress's social impact initiatives - A range of educational events for the students of "The RiverNile School" was hosted and embedded them into our official organisational outreach

4

## IP Claims

Desktop app

Life is hard when it comes to personal loss or job loss. This app helps claimants access the tool and process their claim without much hassle

5

## Quote & Apply

Desktop app

Life is hard when it comes to personal loss or job loss. This app helps claimants access the tool and process their claim without much hassle

6

## Hesta Claims

Desktop & Mobile app

Life is hard when it comes to personal loss or job loss. This app helps claimants access the tool and process their claim without much hassle

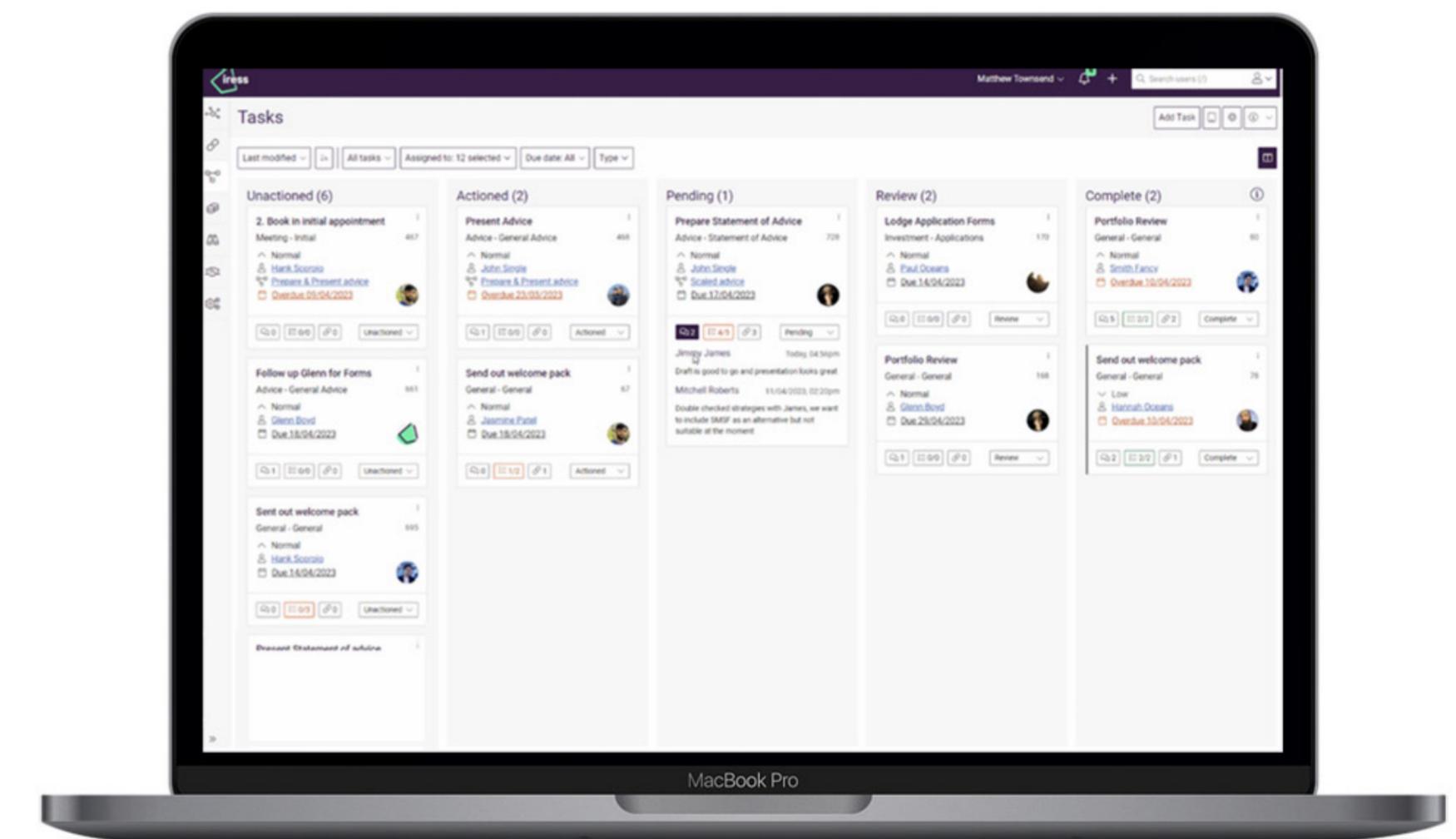
# Xplan

## Desktop app

### Product Overview

Iress's leading product - **Xplan** is one of the most comprehensive and sort after Advice Management tool in the Financial Industry. However after years of additional features, it was time to bring Xplan back to its core capabilities and improved system performance to satisfy and retain existing customers.

The new Xplan Task Hub, has the visibility over the entire advice process – all in one place. Best practice advice workflows from onboarding new clients, to managing reviews and more



### My Role

Lead UX Designer

### What I did

User Research, Concept Creation, Clickable Prototype, User Testing, Design Hi-fi designs for Developers

### Biggest Challenge

- The most significant challenge in the advice space involves striking the right balance in delivering comprehensive information with a clear and simple user interface
- Tailoring the advice to individual user needs while providing generalized information for a broader audience
- Ensuring that the product is user-friendly, motivating user engagement, and most importantly a seamless experience across various devices

# Xinja

Mobile app

## Product Overview

Neobank Ninja, a digital banking experiences that combine data, technology and fun, where customers are motivated to use the app without taking any help from financial advisers and kickstarting their application for their home loans.

## My Role

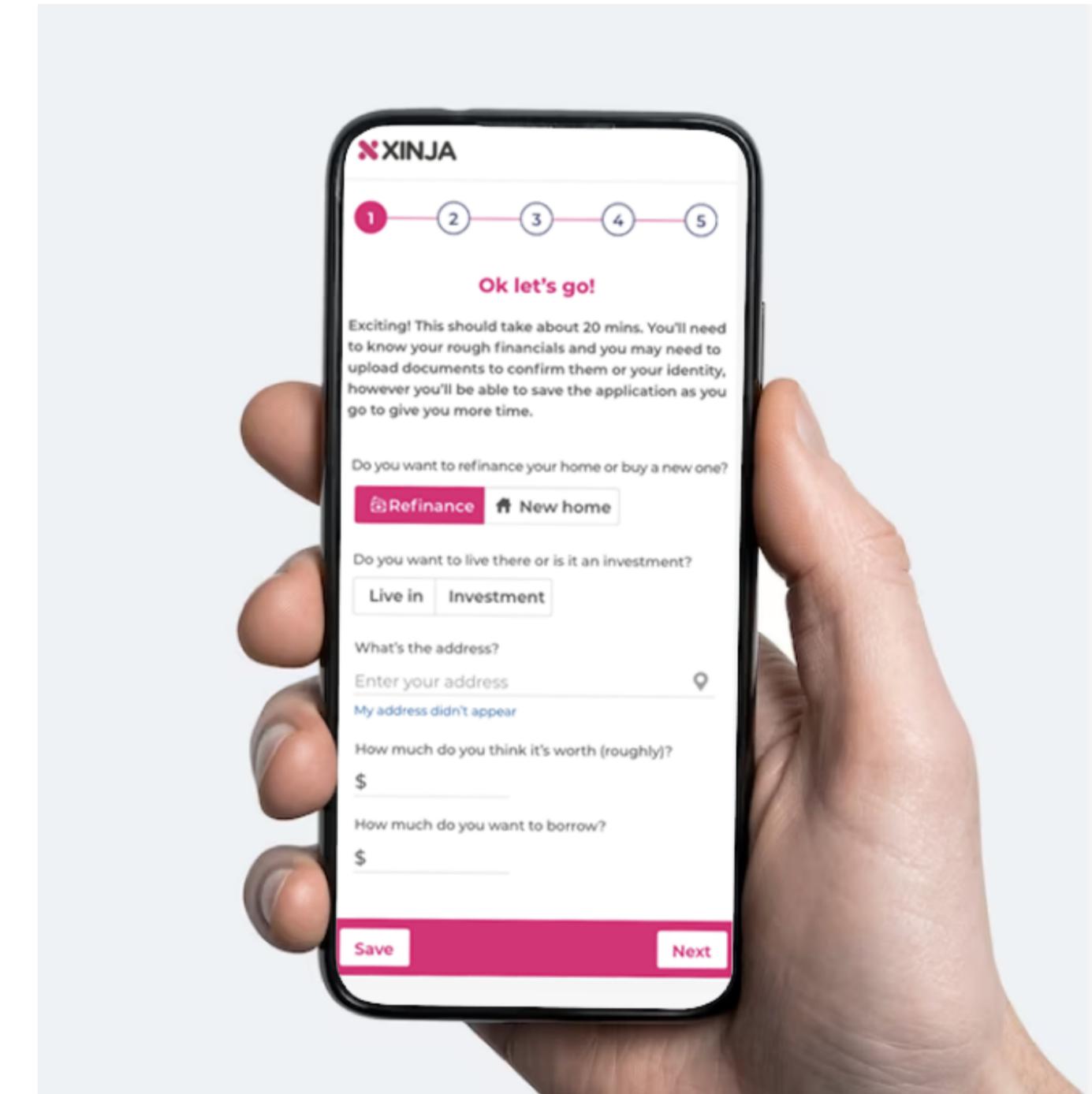
Lead UX/UI Designer

## What I did

User Research, Usability Testing, Design Previews, Clickable Prototype, Hi-Fi final designs

## Biggest Challenge

- Motivating users to comprehend financial details, and independently kickstart their home loan applications
- Simplifying the intricate steps of the loan application process, aiming for an effortless navigation that ensures users feel at ease rather than overwhelmed
- Co-ordinating with cross functional teams



# RiverNile School

## Office visit

### Product Overview

The RiverNile School is for young CALD women who have experienced disruption or recently arrived in Australia. We partnered with the school as part of Iress Social impact initiatives to host career days, office tour, work experience, mentoring and a scholarship program. There were 70 plus students, teachers and volunteers involved .

### My Role

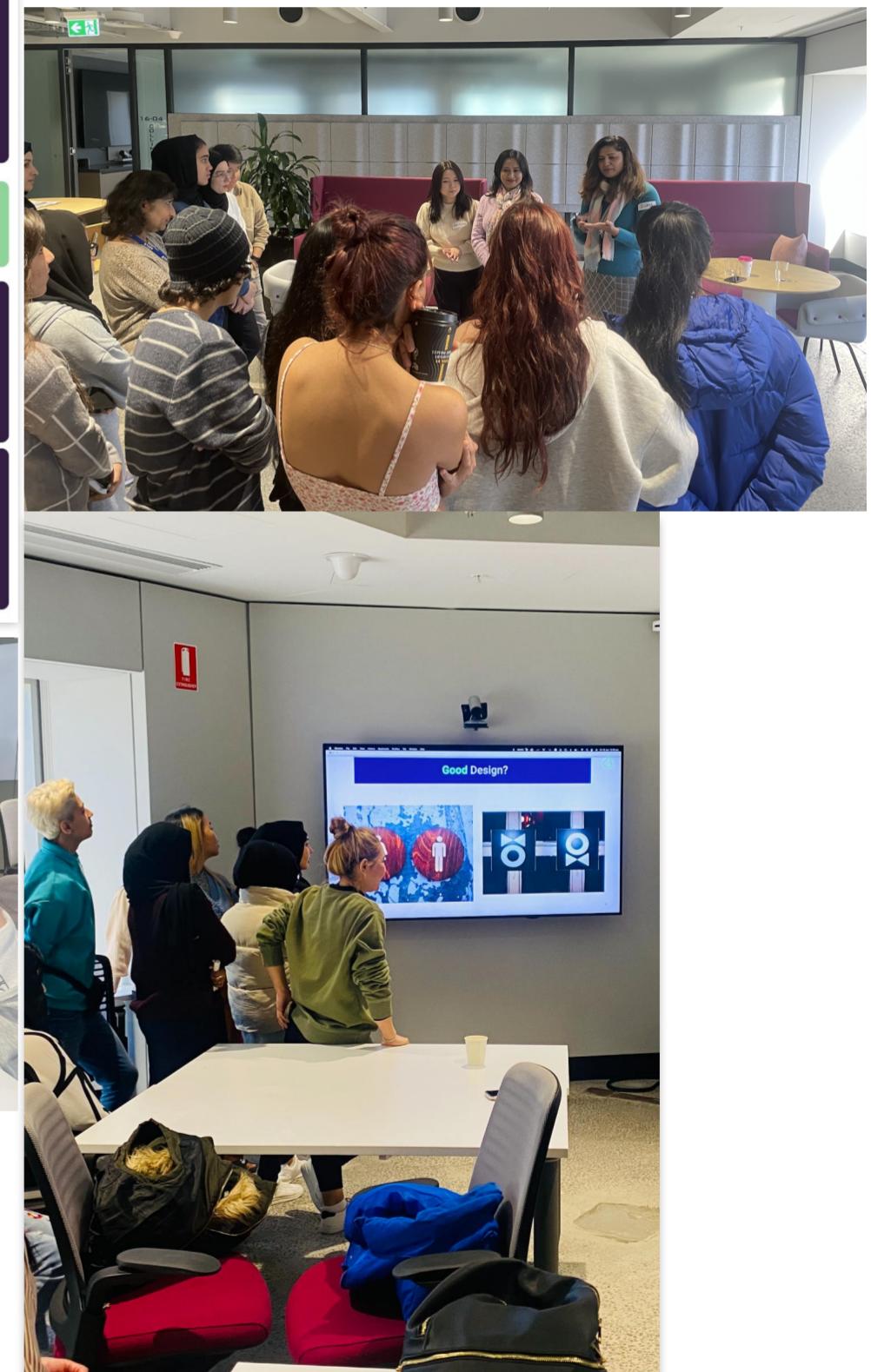
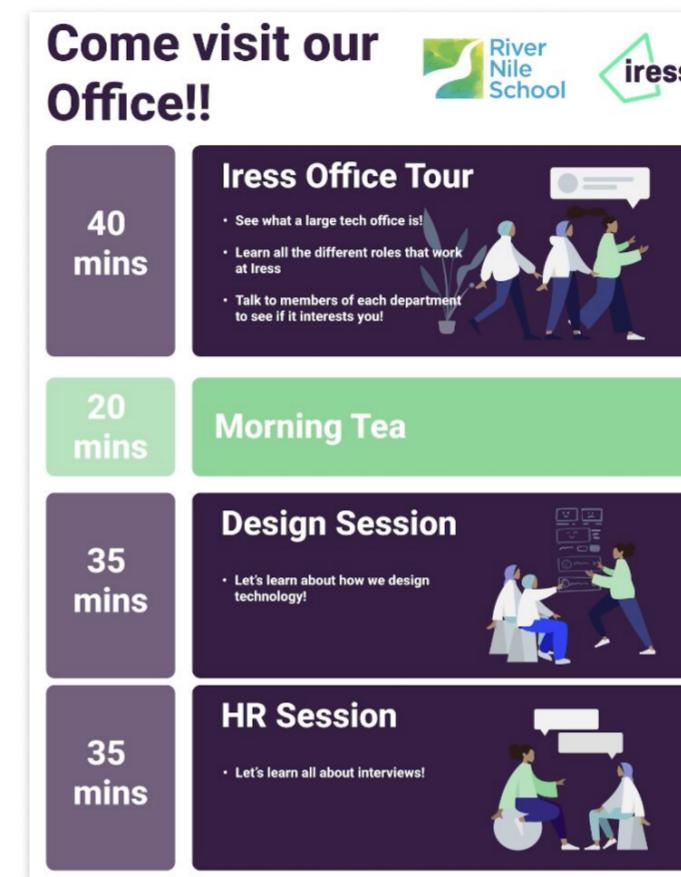
Designer Mentor, Part of the Organising team

### What I did

My dedication to empowering women led me to join the organizing team. Engaging with students, ensuring their comfort, and providing insights into design's role in the corporate world while managing their expectations without overwhelming them was my focus.

### Biggest Challenge

- While juggling my demanding project work that required my full attention, I successfully allocated time to contribute to this initiative along with the rest of the organising team.
- Finding like minded partners across organisation and embedding these events into a permanent slot into our company's social impact initiatives proved to be quite challenging.



# Income Protection Claim

## Desktop App

### Product Overview

#### Income Protection Claims

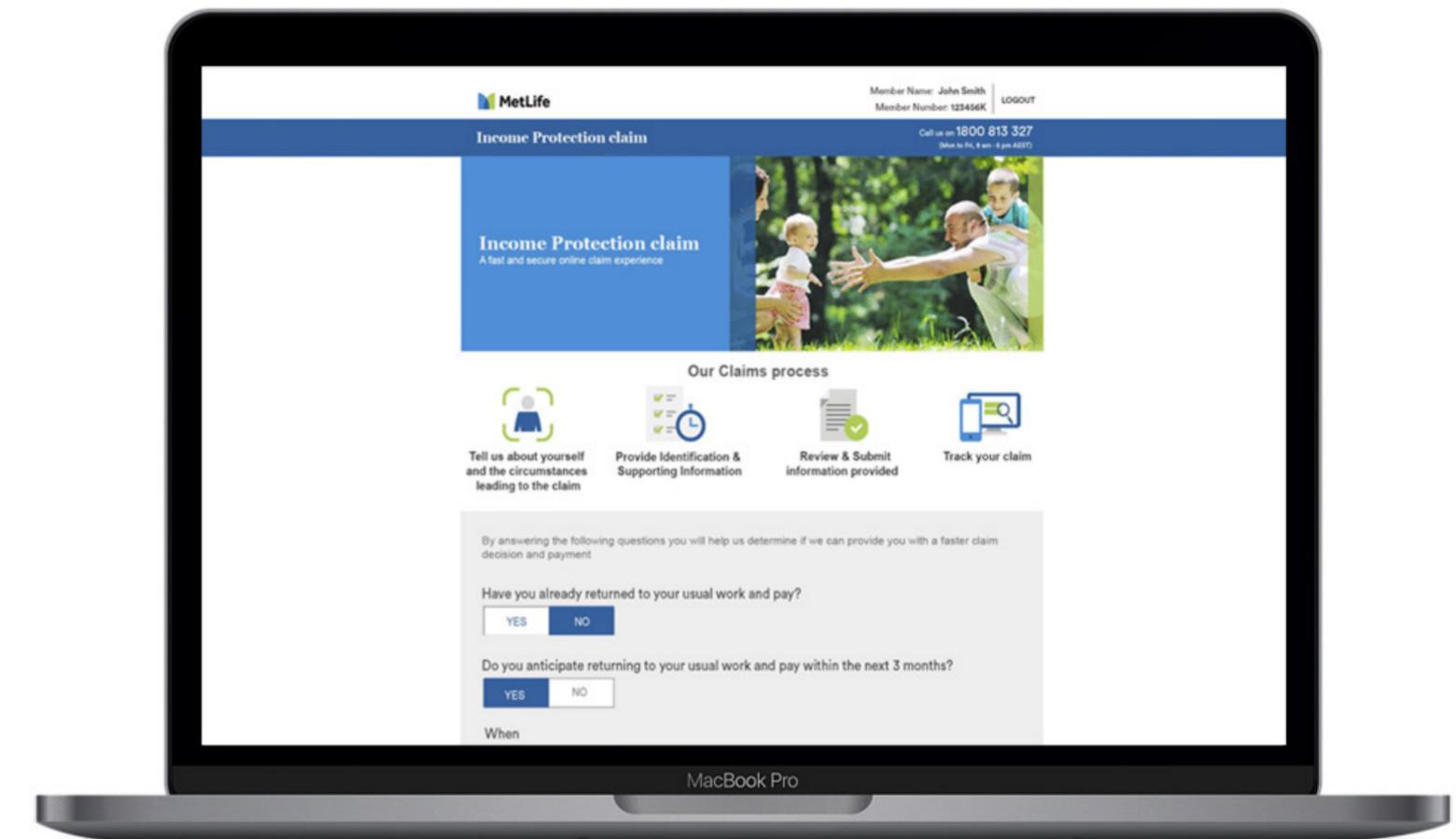
Metlife Insurance is one of the five life insurance companies in Australia offering insurance solutions and guidance to help customers meet their goals and navigate life's twists and turns.

#### My Role

UX/UI Designer

#### What I did

Stakeholder Management, Concept Creation, UI/UX, Clickable Prototype, User Testing



#### Biggest Challenge

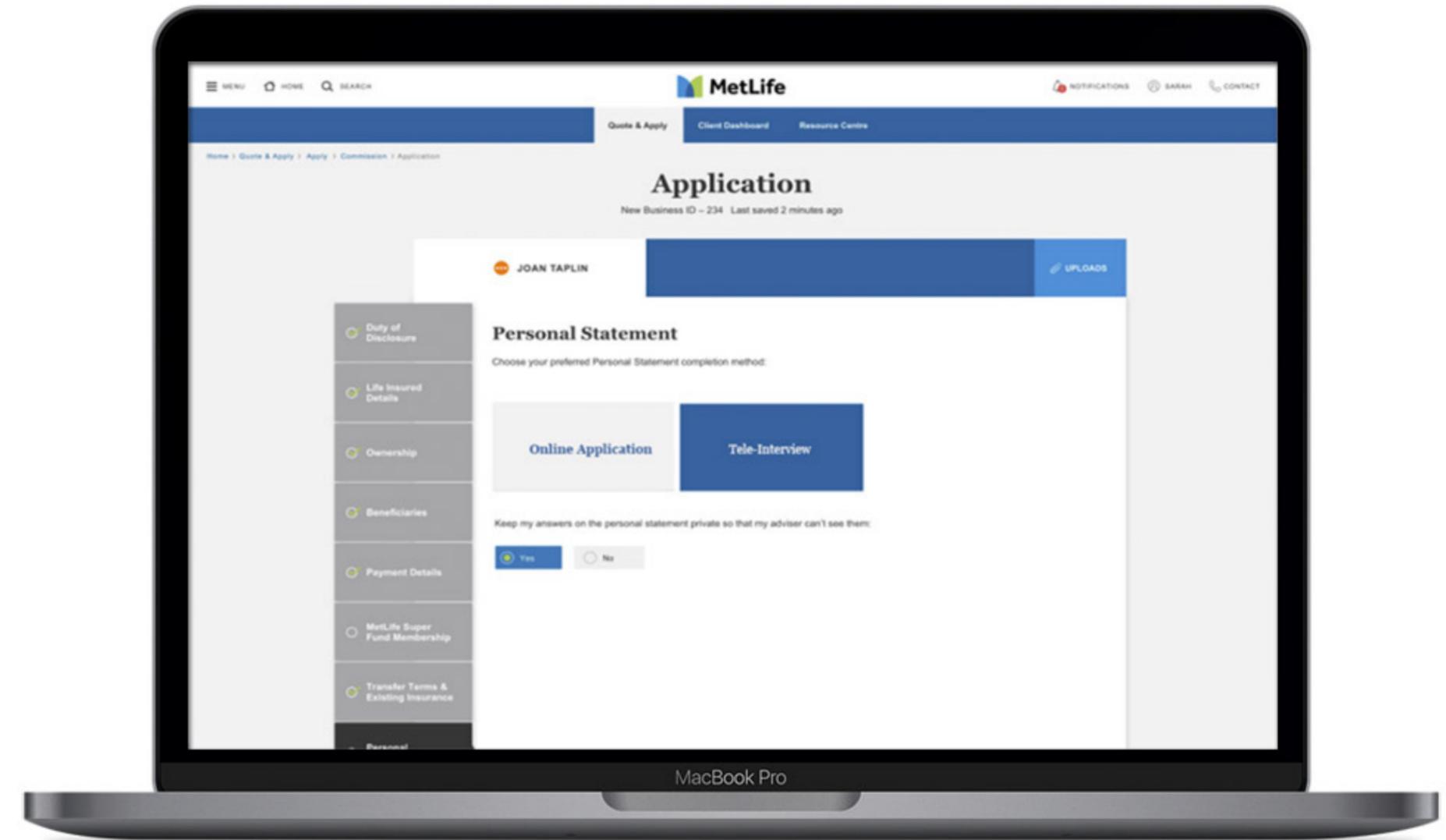
- Designing an interface that effectively communicates complex insurance information
- Provides valuable guidance to users, and helps them achieve their goals
- Most importantly showcasing the right information and educating the users about insurance solutions but also empowering them to make informed decisions tailored to their unique needs

# Quote & Apply

## Desktop App

### Product Overview

Adviser portal, the only Financial advisers tool to help customers choose Life cover, Total and Permanent Disablement, Income Protection and Trauma to sell tailored and customise advice. Cross linking multiple lives, auto calculated premiums and manual loading.



### My Role

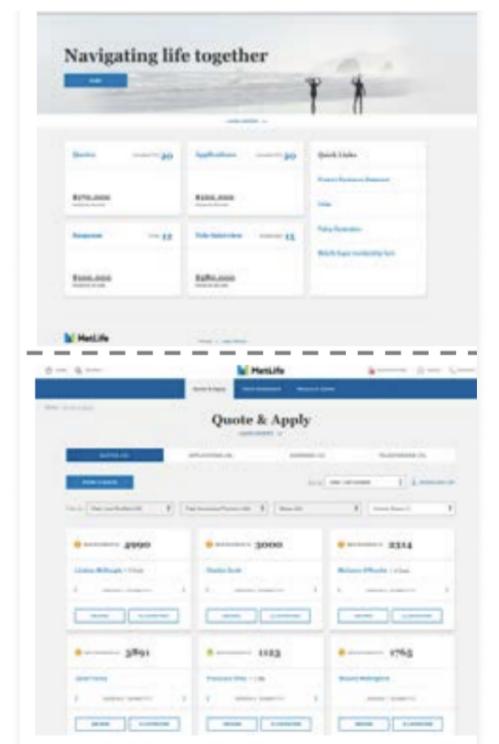
UX/UI Designer

### What I did

- Concept designs to high fidelity mockups
- Design high fidelity clickable prototype
- Conduct User testing sessions on field

### Biggest Challenge

- Setting up the scene for Advisers to take the tool in front of their vulnerable clients and make meaningful discussions
- Designing dashboards for Advisers that could communicate any upcoming events and also represents critical information that was required for their everyday activity
- Simple designs that allowed users to navigate through multiple pages to any required information across the tool and save time



# Hesta Claims

## Desktop & Mobile App

### Product Overview

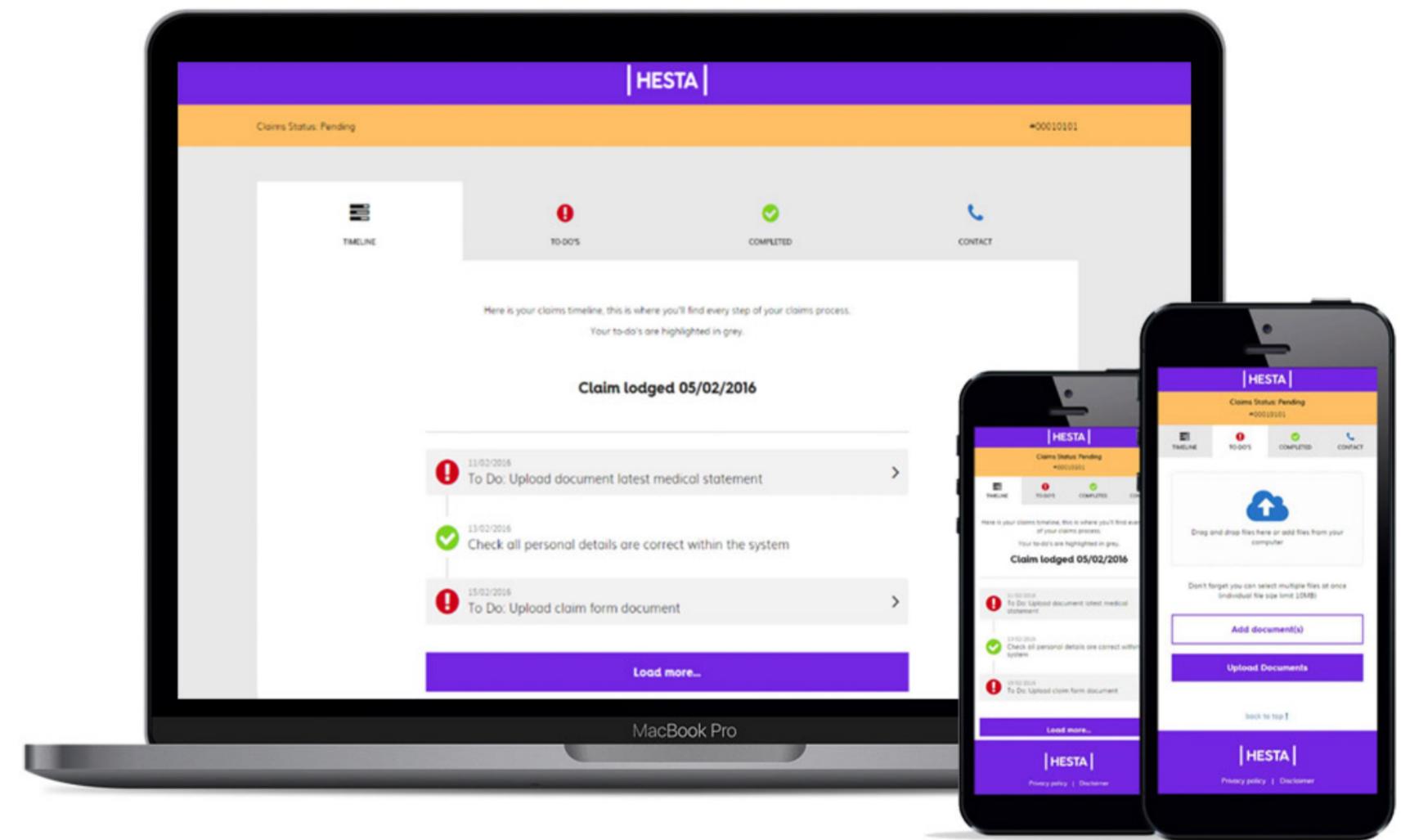
Hesta - Committed to making the claim process as simple as possible for customers during their critical times

### My Role

UX/UI Designer

### What I did

Stakeholder Management, Concept Design, Clickable Prototype, Guerilla testing



### Business Challenge

- Creating mobile and desktop app to simplify the claims process with a seamless user experience across both platforms
- Incorporating features that enhance clarity, transparency
- Ease of navigation was crucial - ensuring that customers can easily understand and initiate their claims without added stress during critical moments.

# Thank you for viewing

Reach out via email: [suma.shades@gmail.com](mailto:suma.shades@gmail.com)