

Surya Narayanan | Product Designer

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EXPERIENCE

UI/UX Designer — **eMudhra Technology**, India

May 2021 - Present

- Experience in conducting user research and extracting valuable insights to inform product localization decisions.
- Design and deliver high quality user interactions, experiences, by mapping experiences and journeys , create concepts, Process flows and prototype. Create wireframes on time and to expected level of quality
- Identify and Craft clear MVP scopes and iterate them user testing based until launch
- Undergone process in ideation / design sprints in diverse, multidisciplinary cross functional teams
- Expanding the team in crafting and developing our new ventures and products funnel
- Communicating effectively and collaborate with team members to put ideas (from problems) into action and iterate on them.
- Taking ownership of products and Ability to lead the team, Assign task and Manage the workload.
- Partnered with API providers and the engineering team to assess technical feasibility and ensure alignment with design specifications. Streamlined integration, reducing development time and enhancing product stability.
- Validating the redesigned application as prototype-driven / from a user perspective

UI/UX Designer — **CIOC FMCG Limited**, India

Jan 2020 - May 2021

- Spearheaded design efforts that played a pivotal role in contributing to three successful funding rounds and increasing market capitalization from \$1M to \$18M, showcasing a clear ability to drive business success through design
- Demonstrated experience proving designs, hypotheses and recommendations through use of data or validated evidence, and providing commercial rationale for decisions
- Collaborating with team for consistency of the user experience while taking it step by step to the next level.
- Worked in SaaS platforms, B2B, B2C and/or enterprise products.
- Executed various visual design stages from concept to final hand-off development.
- Led an 11-member cross-functional team to develop a prototype from scratch, focusing on comprehensive research and user-centered designs, demonstrating effective leadership and user-centric approach.

UX Designer — **Haso Technology**, India

Jan 2019 - Dec 2019

- Practiced UX research under a senior UX Designer
- Get in touch with stake holders to understand what is the basic requirements and how to develop a product.

EDUCATION

Bachelor's Degree in Electronics and Communication (ECE) Engineering

Aug 2015 - May 2019

K L N College of Engineering, India

SKILLS

Interaction Design, Spatial Design, Product Strategy, Advanced Prototyping, UX/UI Design, Design System, Visual Design, User Research, Photography, User Research, Photography, Wireframes, HTML, CSS, Graphic Design, Logo, Usability testing

TOOLS

Figma, After effects, Adobe Photoshop, Adobe Illustrator, Adobe XD, Affinity Designer, Blender, FigJam, Sketch, Balsamiq