

Surya Narayanan

Product Designer

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Summary:

Accomplished Product Designer with **5 years** of expertise in data-driven **B2B** and **B2C** interface design for high-demand environments, spanning industries such as **PMS, automotive, telecommunications, Music** and **data management System**. Demonstrated success in crafting monetization focused **UX/UI** solutions that enhance user engagement, retention, and revenue for intricate **SaaS** products.

Core Design Skills:

UX Design, UI Design, Product Design, Miniature Design, Adaptive Interface Design, Design Systems, Data Visualisation, User journey Mapping, AI integrated Design, Lottie, Gsap, Web development

Research & Optimisation:

User research, A/B testing, User feedback analysis, Market Analysis, Competitor Analysis, User journey, Personas

Collaboration and Handoff:

Familiarity with HTML, CSS, JS, Agile Methods

Platforms:

Web, Mobile, Desktop, B2B, B2C, Telecommunications, Automotive, Saas Platforms

Tools:

Figma (Design system, Prototyping), Adobe Creative Suite, Jira, Balsamiq, Framer, Blender

AI and Automation:

ChatGPT, Gemini, Midjourney

Education:

Bachelor's Degree 2015 - 2019
K L N College of Engineering
Electronics and Communication Engineering

Languages known:

German (A1 Certified)
English (Fluent)
Tamil (Native)

Work Experience

Ekfrazo Technologies Private Limited Jan 2024 - Present
Product Designer

1. Project Ace (PMS):

- a. **Led** the design team and Achieved an **20%** increase in the active user rate.
- b. Developed a scalable UI kit and **design system**.
- c. Designed **wireframes** to gather team feedback.
- d. Enhanced **usability** through A/B tests, **mapping** app hierarchy through user flow research.
- e. Applied **Agile** methods by participating in daily scrums, sprint meetings and Monitored on Jira to complete tasks.
- f. Well Directed web developers to align and enhance website **aesthetics** for a **minimalistic**, visually appealing design.

2. Motoori Automobile App (Automotive):

- a. Involved in the **research** and discovery, ideation, conceptualization, **Prototyping** and user **testing**, iterative design and **feedback** loop.
- b. Collaborated remotely with clients to understand psychological **insights** and identify the target audience for the app.
- c. Conducted **user interviews** via Google Forms to document **pain points**, and identify key app features and delivery methods.
- d. Reduced **churn** by **7%**, improving customer retention and loyalty.
- e. Increased user on-screen engagement by **20%** through enhanced **interactive motion** and **animations**.

3. MTN (eShop):

- a. Designed user-centered interfaces for MTN's **telecom** website.
- b. Boosted user purchase rate by **30%** through targeted promotions and created banners for different interfaces.
- c. Increased the conversion rate by **15%** of the physical devices, broadband and data bundle journeys.
- d. Increased order value by optimizing the checkout with a seamless **cart** and **payment** flow redesign.

4. Machine and Operation System (DMS):

- a. Redesigned entire app and Boosted user retention by **50%**.
- b. Created heavy vehicle **illustrations** for onboarding and login screens. Implemented motion graphics in charts and graphs.
- c. Exported assets and final **handoff** to developers.

Emudhra Technology Limited May 2021 - Jan 2024
UI UX Designer

- a. Redesigned products, driving **80%** market growth and improving stock performance.
- b. **Documented** designs and consult with engineers to ensure they are built and function as intended.
- c. Designed **usable, accessible** and **engaging** digital experiences.
- d. Collaborated with our **cross-functional** product and business teams and build upon their vision

CIOC FMCG Private Limited Jan 2020 - May 2021
UI UX Designer

1. GroChef (Foodtech):

- a. Designed an app for grocery **eCommerce, inventory management** for sellers, and trending food recipes.
- b. Strategised and **brainstormed** ideas to improvise design journey.
- c. Proposed **brand guidelines**, including vision, mission, **logo** design, **color palettes, typography**, and more.