

Surya Narayanan

Senior Product Designer

- ✉ suryandesigner@gmail.com
- 🌐 <https://linkedin.com/in/suryalg>
- 🌐 <https://suryanarayanan.in>
- ☎ +91 636 (972) 4601
- 📍 Bangalore, India

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 **Fintech, Business Management, Automotive, Telecomm** and **data management System**.

Tools:

Figma, Adobe Illustrator, Adobe Photoshop, After Effects, Jira, Figjam, Balsamiq, Framer, Blender

Core Design Skills:

UX Design, UI Design, Product Design, Miniature Design, Mobile app, Web App, Design Systems, Data Visualisation, User journey Mapping, Jitter, Lottie, Web development

Research & Optimisation:

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

Web Development

HTML, CSS, JS, Bootstrap, Lenis, Gsap

AI and Automation:

ChatGPT, Gemini

Platforms:

B2B, B2C, Fintech, Telecom, Automotive, SaaS

Education:

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

Languages known:

German (A1)
English (C1)
Tamil (Native)

Work Experience

Ekfrazo Technologies Private Limited Jan 2024 - Present
Senior Product Designer

- Ebix Cash (Fintech) :**
 - Designed the EbixCash ecosystem for **Forex** journeys (Buy, Sell, Reload, Remittance, Card Management, and Channel Partner Onboarding) across web and mobile interfaces.
 - Created **motion** designs and **Animative vectors** to enhance usability and engagement.
 - Designed user-centric platforms for **currency exchange**, remittances, and financial **transactions**, integrating banking, card management, and **payment** solutions.
- Project Ace (Business Management - SaaS):**
 - Leading** the design team and Achieved an **20%** increase in the active user rate.
 - Developed a scalable UI kit and **design system**.
 - Enhanced **usability** through A/B tests, **mapping** app hierarchy through user flow research.
 - Applied Agile methods by participating in daily scrums, sprint meetings and Monitored on Jira to complete tasks.
 - Taking responsibility for the highest quality of final delivery and implementation.
- Motoori Automobile App (Auto Tech):**
 - Involved in the research, Discovery, Ideation, **Prototyping**, User **testing**, iterative design and **feedback** loop.
 - Collaborated remotely with clients to understand psychological **insights** and identify the target audience for the app.
 - Conducted **user interviews** via Google Forms to document **pain points**, and identify key app features and delivery methods.
 - Reduced **churn** by **7%**, improving customer retention and loyalty.
 - Increased user on-screen engagement by **20%** through enhanced **interactive motion** and **animations**.
- MTN (eCommerce app):**
 - Designed user-centered interfaces for MTN's **Telecom** website.
 - Boosted user purchase rate by **30%** through targeted promotions and created banners for different interfaces.

Emudhra Technology Limited May 2021 - Jan 2024
UI UX Designer

- Redesigned products, driving **80%** market growth and improving stock performance.
- Documented** designs and consult with engineers to ensure they are built and function as intended.
- Designed **usable, accessible** and **engaging** digital experiences.
- 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

- GroChef (Grocery mobile app):**
 - Designed an app for grocery **eCommerce, inventory management** for sellers, and trending food recipes.
 - Strategised and **brainstormed** ideas to improvise design journey.
 - Proposed **brand guidelines**, including vision, mission, **logo** design, **color palettes, typography**, and more.