

Suneet Suthan

ACD Experience Design at SapientRazorfish

Summary

M.Des (IIT Delhi), Marketing Management (IIM Calcutta), Certified Usability Analyst (CUA™). 11 years experience in Strategy, UX Design, and User Research. More at <http://tinyurl.com/suneetsuthanbio>

Experience

Associate Creative Director - Experience Design at Sapient

January 2016 - Present (1 year 3 months)

In his role as ACD - Experience Design, Suneet is responsible for UX design, from strategy to execution of design. Suneet offers cutting-edge creative direction and is completely hands-on with creating designs and providing design guidance to a team of UX + Visual Designers + Content Strategists. He is consistently voted by his team for the high quality of work, creativity, and the perfection he brings into executing design.

At SapientRazorfish, Suneet actively collaborates with creative teams stationed in various sister agencies within the Publicis.Sapient network; he works with a multitude of creative minds and global clients to create a digital impact.

Manager - Experience Design at Sapient

March 2012 - December 2015 (3 years 10 months)

Digital Transformations Creative Lead and User Experience Design Strategist

Participate in business analysis & program management, plan UX activities & estimate timelines, formulate user experience requirements, review use case documents, create UX deliverables (IA, wireframes, detailed design), conduct internal & client presentation of deliverables. Also includes mobile UX design.

Lead Interaction Designer (Retail Banking Products) at Misys Software Solutions (India) Private Limited

April 2011 - February 2012 (11 months)

Responsible for Retail Banking Products

Centre of Excellence Lead at Human Factors International

January 2009 - March 2011 (2 years 3 months)

Contributed individually on certain projects. Managed and mentored small team of usability experts on certain other projects. Had the key responsibility of delivering projects in this role.

Sr. Human Factors Specialist at Human Factors International

October 2007 - December 2008 (1 year 3 months)

Human Factors Specialist at Human Factors International

March 2006 - September 2007 (1 year 7 months)

Skills & Expertise

Information Architecture

User Experience

Usability Testing

User Interface Design

User Experience Design

User-centered Design

Wireframes

User Research

Usability

Wireframing

Education

Indian Institute of Technology, Delhi

(M.Des.) Master of Design, Industrial Design, 2003 - 2005

Grade: CGPA 7.538

Cochin University of Science and Technology

(B.Tech.) Bachelor of Technology, Mechanical Engineering (CAD and CAM), 1999 - 2003

Grade: 75.08%

Indian School Muscat

1985 - 1999

Grade: Kindergarten to Grade XII (CBSE, New Delhi)

Indian Institute of Management, Calcutta

Executive Programme for Young Professionals (EPYP), Marketing Management (2008-2009)

Honors and Awards

Awards and Recognitions won for our work "Re-imagining Guest Experiences for Taj Groups of Hotels" 2016

The design team (UX and Visual Design tracks) led by Aaron Cacali (Creative Director) and Suneet Suthan (Associate Creative Director) at SapientNitro India office is declared winner of the following awards, for their fabulous work on digital transformation for Taj Group of Hotels. The sites went live on 8th March 2016.

INDIA AWARDS

[1] Gold Award Winner, CIDCA 2016

[2] Silver Award Winner, DMA India 2016 Awards

INTERNATIONAL AWARDS

[3] Recognized as Outstanding Web Site at WebAwards 2016

[4] Gold Magellan Award Winner (2016) in the category Hospitality Marketing – Website

SapientNitro & SapientRazorfish Awards & Recognitions

[5] India Studio Mountain Movers Award for Best Project in 2015

[6] Client Impact Awards 2016 - Finalist

Winner | Super Glue Award | India Studio Rewards & Recognition 2015 (H1)

SapientNitro

August 2015

Recipient of Super Glue Award 2015 - To recognize individuals who display collaborative & boundary-less behavior across teams, work towards common/ team goals by taking everyone along (inclusive) and enable success for others. Suneet has been rewarded with this prestigious award for his exemplary work done for a leading India based hotel chain. Suneet was the key creative lead based out of India and led a team of 8 Information Architect & Art Directors. He was responsible for crafting the user experience for 7 different digital properties for the client.

Recognized for "You Made a Difference" 2014 | India Studio, SapientNitro

SapientNitro

May 2014

Suneet was the creative lead on the assignment and impressively led a team of designers and information architects to craft and build a desktop based application for performance marketing domain.

Sapient Core Value Recognition | Client-Focused Delivery

Recognized by Roger Lay | Account Director, SapientNitro (2008-2015)

September 2012

"Suneet's way of working deserves a special mentioning here. Coming in as the creative lead for the Vodafone Roaming Services Portal project and dealing with a very difficult client, he always managed the fine line between dealing with client needs and meeting targets effectively. Very soon he changed from a raising-hands and questioning mode into a getting-things-done mode - guided the whole team towards the right direction, and therefore contributed immensely to our success. Suneet was also very patient with the client and explained every stream of our work in an understandable manner. Working long hours during several weeks, always delivering high-quality wireframes and making sure what we designed is what the client needs, are just a few values of Suneet. Suneet also comes up with great ideas and puts a lot of effort into helping other streams to get things right. His professionalism is no doubt a valuable asset for our company. I really enjoyed working with him and hope to meet him again on another project."

Sapient Core Value Recognition | Leadership

Recognized by Shambhavi Gupta | Sr. Information Architect, SapientNitro (2012-2016)

March 2013

"I would like to nominate Suneet for "Leadership". I admire his monitoring ability and articulation skills although I worked under him for a short span of time in JC Penney. He is very dedicated, helpful and an

approachable person. I am also proud to know that he is part of the Unilever: Facebook Studio page. I would like to work under him more and learn his skill set."

Nomination for India Studio Super Glue Award | India Studio Rewards and Recognition 2015 (H1)

Recognized by Sameer Dwivedi | Sr. Information Architect, SapientNitro

July 2015

"Nominating Suneet for 'Super Glue Award' for his work on Taj Re-platform program. An instrumental team player who keeps on pushing the envelope while taking the team along. He has played a role of a true mentor, manager, collaborator and design strategist despite numerous internal and external challenges. He has collaborated with IA, Visual Designers, Creative Directors and Content team and went beyond his line of responsibility to make sure designs are delivered par excellence. Even in highly pressurised and tight timelines, he raised the quality bar in minutest of the details. He has been a great guide to the team and took the pain of scaling up teams members during the entire course of the project. Suneet is meticulous design thinker and observer who keeps hawk-eye sight on client-focussed delivery and also make sure team learns and rise to challenge. Specific Examples Majority of design team was new to Sapient , suneet patiently mentored his team for success Ensured tech team and BA's get inputs even if that requires to schedule a walkthrough on weekends Lead by setting examples for team. He wire-framed high quality thoughtful design solutions and pushed his team to work for excellence."

Nomination for India Studio Super Glue Award | India Studio Rewards and Recognition 2015 (H1)

Recognized by Shyam Sundar Krishnamani | Manager - Interactive Program Management, SapientNitro

July 2015

"Suneet is definitely the Super Glue that the TAJ Hotels Resort and Palaces web re-platform track needs. He is a thorough professional who exhibits all of Sapient's core values. His commitment towards his work is unparalleled and he does not hesitate to go the extra mile to deliver exceptional work. His ability to handle client presentations, requirement sessions with brand heads, collaborate with tech teams, the BA, Visual Design and Content teams, all while handling internal and external challenges stems from his drive to excel in his craft. He also guided his team throughout the journey and ensured that they stepped up their game along with him. The first guy in and the last guy out, Suneet leads by example. We definitely need more people like him in Sapient to set an example to the new/younger members of the team on values such as Client Focused Delivery, Openness and People Growth."

Nomination for Zedi Award | India Studio Rewards and Recognition 2015 (H1)

Recognized by Shefali Agrawal | Director - Program Management, SapientNitro

July 2015

"I could have nominated Suneet in many other categories but why this one stood out for me as a perfect fit for Suneet is because of the immense pride i have seen in him for his craft. Despite late nights , weekends in office, difficult clients and all other problems that one can think of , that Suneet faced on Taj i always saw that sense of pride and commitment to give it his best. he never ever cut corners despite pressure from all sides. He truly believes that all UX work that goes out from the team has his stamp so it better be the best. It is very very inspiring for me to see someone like Suneet who is just so focussed on his craft . Thank you very much Suneet stepping up to take on the challenge and giving your all to it !"

Sapient Core Value Recognition

Recognized by Soumyajit Chakraborty | Sr. Art Director, SapientNitro (2014-2016)

July 2015

"I have seen very few people in my career as passionate as Suneet. I have worked with him on Taj and have started admiring him for his unmatched dedication and determination. I consider him as the driving force for the entire team of Taj and the reason for all the good things that happened to this project. His deep thinking and logical explanation towards any design solution is quite commendable and leaves no space for further argument. Working with him was a an opportunity."

Nomination for The North Star Award | India Studio Rewards and Recognition 2015 (H2)

Recognized by Zubin Andre Gomes | Sr. Art Director, SapientNitro

December 2015

Why don't I feel lost? because I follow the north star. My mentor is a friend, a teacher, a support system, a motivator, and an inspiration, there is no way words by itself can express my gratitude towards him. Suneet and I have known each other for a little more than a year and since the time I have got to know him he has been pushing me to accomplish my goals as well as use my full potential. He has been the person who is always there for me throughout, he not only inspires me to make a difference but leads by example. His time and knowledge given to me are paramount. Many times I find myself sitting at my desk being unproductively tapping my pen, I pull over a seat next to Suneet and pick his brain over the most randomness topics, and without any doubt you know he is listening and will give the most non-diplomatic and honest opinions. He means a great deal to me, just knowing that I have someone to turn to, who I know can cheer me up and yet understand me whenever I feel out of place. Even if we just get together for a cup of tea, I still feel this burst of confidence that someone is willing to be there for me even if he doesn't have to. I'm grateful that I have this amazing opportunity to have a mentor and a friend as great as him. He has taught me to just view the glass as half full and not let that affect me. Thanks Suneet for being the "positive energy" and supporting me in all my endeavors.

Nomination for The North Star Award | India Studio Rewards and Recognition 2015 (H2)

Recognized by Rajaraman Thyagarajan | Manager - Information Architect, SapientNitro

December 2015

Suneet has groomed our team to be sound professionals and made working with him a interesting and memorable experience. He has been very instrumental in keeping team momentum high during Taj Re-design Project. He kept team motivated through out the Taj project. He encouraged team come up with new ideas and guided team to pass through many bottlenecks. It would have been a difficult situation for the Taj project without his contribution towards supervision and mentorship. Suneet always made sure the project deliveries are of very high quality and setting up higher baseline as move through the new projects. He has been inspiring team through his dedicated and hard working nature. He is continuously involved in supervising team and mentoring in various projects and pitches. He always walks the extra mile in lending helping hand and guide the team to success. Thank you, once again, for your time, support and patience.

Winner | Mountain Movers Award | India Studio Rewards and Recognition 2015 (H2)

Recognized by Atul Aggarwal | Sr. Manager and India Studio Delivery Lead, SapientNitro

December 2015

Taj Hotels website redesign is a project that has touched upon each and every soul in India studio in some way or the other. Its difficult to mention all who contributed but here is this one for the core design team - Suneet, Sameer, Rajaraman, Jeyram, Das Sundar, Shyam, Meenakshi, Jaya and Archana. This project was my very first venture when I joined the studio team and it will be an understatement if I say this was a challenging one. It had all the ingredients to make it one of the most complex engagements from every aspect but here I will not talk how this project was great because the team emerged winners after all the hardships but want to nominate it for this award due to the sheer quality of work that was delivered and for the dedication of the team to make this happen. Comparing this with all other projects done so far within India studio this project has set some benchmarks which will stay there for quite some time. The final designs that were delivered were simply AWESOME, not just that the clients loved them and we are proud of, they are so great that when we shared it with one of the prospect clients, they mentioned that they would want to build their site just like this. And this is even before this site going live :). So many other aspects of this project, the kind of finesse and detailing that the team did for each and every deliverable be it wireframes, Visual comps, content matrices, authoring guide, styleguide, component mapping sheets etc. - everything was delivered almost perfectly. With the kind of challenges that the team faced and managed during the course of this project it would have been difficult to just deliver but the team has set new standards for themselves. Team's journey and experiences on this project has definitely made them more matured and I am sure they can take on any challenge after delivering this one! Kudos to all the team members!

Nomination for The ONE Award | India Studio Rewards and Recognition 2015 (H2)

Recognized by Shyam Sundar Krishnamani | Manager - Interactive Program Management, SapientNitro

December 2015

An Artist at Heart, A UX Expert by Craft and a Perfectionist overall - That's Suneet. Suneet is a very passionate individual who is always on the lookout for improvement in himself and others around him. I have seen him guide his peers and also the youngsters in the team and goes out of the way to help him. He demands perfection in everything be it a large scale design project, a pitch or even a ball park estimate. I have worked with him closely on the Taj Web Redesign project and watched him transform from being the lead Information Architect to 'The' UX expert that the client and the team leaned on for creative solutions. With changes in the team composition at the leadership level, I saw Suneet take control of the situation and take lead on the entire track without being asked to. The level of commitment he showed was astounding. Weekends and public holidays meant only one thing to him-'More time to fine-tune the deliverables'. He has spent many Sunday mornings helping me fine tune the design plan, articulating dependencies and crafting responses to the Client's queries. He would be the first one to voice out concerns and always made sure he looked at the root cause of an problem and derive a solution that would avoid any potential issues in the future. Though it was not explicitly stated, The Client's admiration for Suneet's craft was evident whenever he faced them during presentations. He took all the other IAs under his wing and kept a close eye on the quality of deliverables, Suneet always works closely with the Visual Designers assisting them throughout the

process and including them in sessions to churn out the most amazing experiences. Apart from the projects I see him take interest in connecting with the youngsters in the team and guiding them wherever required. He patiently discusses various design principles and methodologies with the team and constantly provides constructive feedback that help them grow as designers and as individuals.

Awards won for digital transformation of Manipal University website and affiliated websites

2015

Suneet was a part of the Manipal University website redesign. The project kicked-off in 2013, and went live towards the latter half of 2014. Suneet helped the UX team with user research, design ideation, creation of sitemap and wireframes. He was also instrumental in creating a foundation for the content strategy track. The project involved re-design for various university websites and corporate websites.

Awards:

- [1] Ranked 2nd at the 4th Asian Customer Engagement Forum (Digital Marketing - Creativity)
- [2] Bronze Digital Abby at Goafest 2015
- [3] Interactive Media Awards (Outstanding Achievement Award for College)
- [4] Interactive Media Awards (Outstanding Achievement Award for Education)
- [5] Internet Advertising Awards / IAC (Best University Website)
- [6] Kyoorius Awards for Websites
- [7] Kyoorius Awards for UX
- [8] 2015 Education Standard of Excellence Award

Nomination for The North Star Award | India Studio Rewards and Recognition 2016 (H1)

Recognized by Shyam Sundar Krishnamani | Manager - Interactive Program Management, SapientNitro

July 2016

Suneet is one of the Most dedicated and professional members of the India Studio Family. He not only pushes himself to excel in his craft and take it to the next level, He expects the same from his teammates. Having given the responsibility of managing the design track (UX and Visual Design) for Allianz Global Investors (AGI) in one of the of the biggest and complex Creative GDD engagements that India Studio has handled, Suneet had to hit the ground running. He spent time with the New York Studio to get the context, met the clients, understood their expectations and transitioned the work and the responsibility back to India Studio. AGI is in no way a simple engagement and creating global designs that worked for multiple stakeholders across US, Europe and Asia Pacific is no simple feat either. Suneet, worked tirelessly on ensuring that the team not only provided the deliverables on time but ensured that we provided what was best for the client. Challenging them on design decisions and establishing himself as a true UX consultant that the clients could rely upon. He also consistently mentored his team of designers to think in the same lines. Apart from the members within the project team, Suneet takes efforts to ensure that new entrants to the India Studio are trained and groomed the right way that would make them exceptional craftsmen. He takes the EYP philosophy seriously and not just helps his supervises set goals but also guides them and helps them achieve it.

Nomination for The North Star Award | India Studio Rewards and Recognition 2016 (H1)

Recognized by Basil Jose | Sr. Associate - Information Architect, SapientNitro

July 2016

I would like to nominate Suneet for The North Star Award. He was my manager for last six months. He is a very approachable person. As a manager he helped me and the IA team to grow professionally and also encouraged and motivated me in several areas. He has really put an effort to understand each of us personal, professional goals and aspirations and helped us to align those with our EYP goals. The effort and time he spent on mentoring and guiding his reportee`s is really commendable. Suneet not only set the standard bit above but also help you to track and achieve that. So I strongly believe that he deserves THE NORTH STAR AWARD.

Nomination for The North Star Award | India Studio Rewards and Recognition 2016 (H1)

Recognized by Sujit Shenoy | Sr. Associate - Information Architect, SapientNitro

July 2016

Having Suneet as a leader has been extremely valuable for me. His honest and open nature has always ensured that I'm taking the right steps not only on the project work but also in my career path. Suneet constantly strives for perfection in all spheres of his work life and expects the same from his team. I'm after working with many creatives across the company, I'm proud to say that his team stands among the greats in terms of excellence in thought and work. I'm even prouder to say that I'm a part of that team. His effortless transitioning of the AGI work from NY to Bangalore has been commendable. A true North Star for the Bangalore Creatives.

Nomination for Living the Stand Award | India Studio Rewards and Recognition 2016 (H1)

Recognized by Deepak Namboothiri | Manager - Information Architect, SapientNitro

July 2016

There is only one word to describe Suneet - "INSPIRATIONAL"! A person who is the same in and out, who carries total positive energy in and around him, who believes in a WIN-WIN scenario, who believes in his team, who inspires people around him, who thinks practical, who is dedicated and committed to his work and his team, and the list continues.. Be it working on projects, or reviews, or feedback sessions, or EYP, he will do with full dedication. Suneet is an excellent leader who could inspire people and make them perform outside their comfort zone. I would like to nominate Suneet for Living the STAND Award.

Certifications

Certified Usability Analyst (CUA)™

Human Factors International License 2006-134 April 2006

Persuasive UX: Influencing Behavior Patterns

Lynda.com License 8C4113 June 2016 to June 2016

Persuasive UX: Harnessing Illogical Reactions

Lynda.com License 57C73E September 2016 to September 2016

Foundations of UX: Content Strategy

Lynda.com License A935E0 November 2016 to November 2016

Foundations of Branding for Designers

Lynda.com License 0E70EA November 2016 to November 2016

Creating Your Personal Brand

Lynda.com License 1C0879 November 2016 to November 2016

Shane Snow on Storytelling

Lynda.com License 3B0A0E November 2016 to November 2016

Becoming a Good Mentor

Lynda.com License D04CF8 November 2016 to November 2016

UX Design Tools: UXPin

Lynda.com License C2AAF6 January 2017 to January 2017

Storytelling for Designers

Lynda.com License DC2678 January 2017 to January 2017

Leading with Stories

Lynda.com License 23E740 January 2017 to January 2017

Design 101: Presentations

Lynda.com License 38AE9E January 2017 to January 2017

Languages

English

(Full professional proficiency)

Malayalam

(Limited working proficiency)

Hindi

(Limited working proficiency)

Suneet Suthan

ACD Experience Design at SapientRazorfish



2 person has recommended Suneet

"I had the good fortune to work closely with Suneet on an very large scale web site redesign project over a 5-month period during this past year. I was the creative lead on the project and Suneet was my right-hand man - and I could not have done my job without him. From the very beginning, Suneet proved himself invaluable, leading a large UX team and overseeing multiple tracks of work simultaneously. His approach to the work was thoughtful and thorough, and he demonstrated steady leadership under very demanding timelines. And he assisted tremendously in collaborating with the client, frequently playing a key role in client work sessions, meetings and presentations, and often running those sessions as the lead creative representative. Suneet takes his job very seriously and he is good at it. He is trustworthy, a dedicated team member, and a genuinely nice guy. When I first arrived in India from the U.S. for an extended stay to work on the project, Suneet made me feel instantly welcome. And he made me feel at home throughout my time there, even under the stress of long days and demanding deliverables. I truly enjoyed my time working with Suneet, and would gladly work with him again any time, any where. "

— **Aaron Cacali**, *Associate Creative Director, SapientNitro*, managed Suneet indirectly at Sapient

"Suneet is an asset to any organisation. He is very creative, focussed & result oriented professional. His commitment is contagious, always pushing people around him to do better. He is also very self motivated. I found him to be some one who you can always count on. He has delivered quality UX deliverables in several occasions on large scale projects, that way he takes a lot of pressure off you. "

— **Iqbal Mohammed**, *Associate Creative Director/ Senior Manager, Experience Design, SapientNitro*, managed Suneet at Sapient

[Contact Suneet on LinkedIn](#)