**THANGARAJAN** TJ

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**Summary**

Senior UI/UX Designer with 13 years of IT experience across diverse B2B domains including Retail, Supply Chain, FinTech, HR Tech, Media, and eCommerce, Where I worked on ITIL-aligned support projects and grew into a self-taught UI/UX designer. This journey shaped my ability to design enterprise B2B SaaS products. I specialize in building SaaS platforms and enterprise tools that simplify complex workflows.

**Skills**

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| --- | --- |
| **Design**   * User Experience * User Interface * Interactive Prototyping * Concept Sketches * Wireframing * Low-High Fidelity Mockups * Color theory * Typography   **Tools**   * Figma * Miro * Balsamiq * Canva * Notion * Photoshop * Illustrator * Pen & Paper   #HRJ#ab189e41-3443-4b1b-8111-4ae7cae63246# | **Research**   * User Research * Usability Testing * Quantitative Analysis * Competitor Analysis * Design Strategy * User Flow * Task Flow * User Persona * Information Architecture * Journey Mapping   **Front-end**   * HTML * CSS * Javascript * Tailwind |

**Experience**

**UI/UX Consultant** **May 2025** to **June 2025**

**V-Accel AI Dynamics Pvt Ltd** Chennai

Redesigned a SaaS platform called IRMS, used to manage student records for educational institutes for administrative purposes. Completed a full redesign of the application from scratch, including typography, color theory, interactive prototyping, and component design.

**Responsibilities:**

* Developed comprehensive style guides and reusable design components to ensure consistent branding and efficient design workflows
* Designed and maintained interactive prototypes, clearly communicating user flows and concepts to stakeholders and developers
* Created complex data tables and optimized for clarity and built intuitive multi-step workflows and defined multiple UI states (default, hover, clicked, disabled) for seamless user interactions.
* Authored detailed documentation and guidelines to support effective collaboration and smooth handoff to development teams
* Redesigned the student data management process by reducing unnecessary steps and optimizing navigation, resulting in a 45% reduction in task completion time for administrators.

**Senior UX Designer** **Sep 2024** to **Oct 2024**

**Tarkiz Infotech** Chennai

A powerful website builder crafted specifically for development teams, streamlining the process of designing and developing client websites. More than just a builder, it’s a fully customizable platform that empowers users to create diverse site types—whether eCommerce stores, blogs, or portfolios—tailored to their unique vision and preferences

**Responsibilities:**

* Designed and developed a customizable website builder that allows users to create various types of websites — including eCommerce stores, blog sites, and portfolio websites — fully tailored to their preferences.
* Conducted competitive and feature analysis against leading platforms like Shopify, identifying gaps and opportunities for improvement.
* Added tooltips and contextual guidance to make the website builder more understandable for first-time users, improving onboarding and usability.
* Introduced new components and templates such as multiple Hero section layouts, social proof modules, enhancing conversion-driven design.
* Optimized the design-to-publish workflow, reducing steps by 35%.

**Senior UX Designer** **June 2023** to **Dec 2023**

**Quess Corp.** Bangalore

Designed a SaaS platform for a Dubai-based security agency that provides security guards to meet the needs and requirements of their clients. The agency maintains a diverse pool of qualified security guard profiles, which are shared with clients for approval. Communication between the security agency and clients is two-way. Additionally, the manager validates the security guards’ attendance and generates invoices accordingly. Each user role follows a distinct user flow and task process

**Responsibilities:**

* Conducted contextual research to understand user needs and preferences.
* Created multiple concept sketches and developed a presentation, to facilitate rapid ideation and feedback loops
* Performed user flow analysis, task flow, information architecture, customer journey mapping, heuristic evaluations, and created style guides and high-fidelity prototypes.
* Simplified complex approval and attendance workflows by reducing the number of user steps, making staff deployment and approval processes 40% faster.

**UX Specialist** **Mar 2018** to **Sep 2022**

**Cognizant Technology Solutions - Project III** Chennai

Designed an app for an integrated platform accessed by users, featuring a dashboard for users to view and edit their personal details. As a team, we worked on redesigning existing UIs to better adapt to Android and iOS for web and mobile applications in a SaaS environment.

**Responsibilities:**

* Conducted contextual research to understand fundamental requirements of user needs to achieve their goals.
* Mapped out user journey & Card Sorting techniques to understand how users engage with a product or service and the contexts in which they use it.
* Defined information architecture to streamline user journeys.
* Focused on designing streamlined login screens and simplifying the login process through Single Sign-On methods and magic links with 2FA.

**Application support & Maintenance** **Jun 2014** to **Feb 2018**

**Cognizant Technology Solutions - Project II** Chennai

Provided support and maintenance for OSI PI, a SaaS-based real-time data management platform for industrial process monitoring and operations.

* Supported and maintained enterprise B2B Supply Chain systems with a focus on reliability and performance
* Acted as a bridge between L1 support and development teams, performing root cause analysis (RCA) and coordinating fixes for recurring application issues.
* Worked on incident, change, and problem management processes following ITIL standards, ensuring SLA compliance and operational efficiency.
* Developed process documentation, knowledge articles, and training materials to streamline support handovers and improve operational clarity.
* Gained hands-on experience in understanding user pain points, workflow design, and system usability — foundational skills for my current UX/UI design career.

**AD op’s Specialist** **Feb 2010** to **May 2014**

**Cognizant Technology Solutions - Project I** Chennai

Contributed to comprehensive AD inventory management for client websites such as MTV, VH1, Comedy Central, and Nickelodeon

* Experience on managing diverse traffic ad campaigns within platforms like DFP.
* Handling a variety of ad formats, including banners, text, flash, and rich media.
* Providing daily summaries covering campaign tracking, delivery, and issue resolutions.
* Regularly checking and analysing ad status to ensure a proactive approach to campaign performance.

**Education and Training**

Bachelor of Science: Electronics & Communication

Hindustan College of Arts & Science. Chennai

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