

Sajith Surendran

Product & User Experience Designer

User Experience & Design Leader with 10+ years of expertise in B2B, B2C, and SaaS, specializing in leading teams and crafting innovative digital products and services that address real-world challenges for top-tier clients.

DESIGN PORTFOLIO www.sajiths.com/

WORK EXPERIENCE

Associate UX Architect-Remote (NexTurn, India)

DEC 2022 -Present

- Designed a seamless digital supply chain system for Amazon leveraging innovative AWS technologies, achieving a 45% reduction in Click-Through Rate (CTR) and a 50% improvement in ordering and return operation times within the warehouse.
- Designed and enhanced Amazon's Digital Supply Chain Mobile App, transitioning from a commercial off-the-shelf (COTS) solution to an in-house system, optimizing user experience, enforcing inventory control, reducing transaction latency, ensuring data integrity for accurate reconciliation, and saving millions in operational expenses.
- Successfully led a five-member design team to deliver the Core Banking System for Muthoot Finance, one of India's leading private financial organizations.
- Managed all design-related activities, including planning, execution, and delivery (Discover, Define, Develop, and Deliver) within the organization.
- Orchestrated collaborative sessions with key stakeholders to develop innovative solutions aligning business goals.
- Design and research new 10+ mobile and 12+ Web experiences.

Senior UX/UI Designer (Systemx IT Solutions, Dubai)

JAN 2022 -DEC 2022

- Managed a team of 3 designers to provide seamless user experience
- Led, Completed 2 critical SaaS products "Property Management System (PMS)" and "Trading Management System (TMS)"
- Design and research new 10+ mobile and 17+ Web experiences.

Senior UX Designer (Altaire Insights, India)

Nov 2019-Jan 2022

- Headed an 8 member Design team. Led, Mentored, and Grew together.
- Built an 8-member team from scratch & Hired the best and right talents to the team & Design Strategy
- Managed all the design-related activities like Planning, Execution, and Delivery (Discover, Define, Develop & Deliver) within the organization
- Led, completed the design & built a mobile app for Nissan India, translating to enhanced app revenue
- Reimagined the complete user experience (CX, UX) for one of Asia's largest amusement parks(Wonderla)

CONTACT

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[LinkedIn Profile](#)

CERTIFICATION

- Mobile App Design Thinking, Udemey, 2019.
- UX Fundamental, Udemey, 2020
- User Experience & Interaction Design for AR/VR/MR/XR, University of Michigan 2024

EDUCATION

- Diploma in Graphic & Web Technology from Gtech Institute of Technology-2013
- Bachelor of economics from university of kerala-2008-2011

LANGUAGES

- English, Malayalam, Tamil, Hindi

- Liaised with stakeholders like team leads, Managers, Developers, Stakeholders, Clients, and the End-customers
- Devised solution to reduce time of obtaining loan from 7 days to 1.3 minutes

UX/UI Designer (Syntrio Technologies, India)

JUL 2017 -NOV 2019

- Set-up a design driven company approach, Led 9 and 13 member design team
- Gained experience across industries like Healthcare, FinTech, E-commerce
- Translated product concepts and business visions by researching, sketching, wireframing, prototyping, and analyzing.
- Delivered optimized solutions for a wide range of products (38 products)
- Formulated & Collaborate design strategy and UX decisions closely with other teams for the success of the project
- Design and research new 20+ mobile and 17+ Web experiences

Web Designer (Fabby Technologies)

DEC 2015 -JUL 2017

- Part of building the initial native Healthcare mobile app.
- Design and research new 30+ Web experiences 5+ Mobile apps.
- Laid the foundation stone of Career.
- Gained experience on UI,UX, 3D, Video Production, Animation.
- Focused on HTML/CSS/HTML5/Jquery and JavaScript.

SOFTWARE EXPERIENCE

- Figma ,Sketch ,Trello ,Balsamiq ,Axure Pro ,Photoshop ,Miro ,Illustrator ,Overflow ,Google Optimize, Marvel , InVision ,ProtoPie , UXPressia ,Zeplin, Principle,Google analytics, Hotjar, Optimizely ,User testing, Maze, Loop11, UserZoom

SKILLS

Design

- Design Thinking ,Design Strategy ,Interactive Design , Design System, Prototypes ,User-Centric Design ,Rapid Prototyping ,Interaction Designer. Strategic decision making, Critical Thinking, Analytical Thinking

UI/UX

- User Experience(UX),User Interface, Heuristic Evaluation, User Journey map, style guides, Site Map
- mock-ups, wireframes, storyboards, flow charts, Persona, Empathy map, Conceptual Models, Information Architecture, Wireframes, High & Low Fidelity Mockups, usability Testing, Analytics, Agile, Scrum

Research Skills

- User Research (Quantitative & Qualitative) , Ethnographic Study, Market research, Survey, Interview & Observation, AB Testing