

SURYA NARAYANAN L G

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

EXPERIENCE

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| Jan 2024 - Present | EKFRAZO TECHNOLOGIES BENGALURU, INDIA
Product Designer <ul style="list-style-type: none">Designed the Ebix Cash ecosystem for Forex journeys 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.Developed a scalable UI kit and design system and Perform project specific design reviews using accepted heuristics.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.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.Lead and mentor a project team through the discovery, design, development and delivery processes.Boosted user purchase rate by 30% through targeted promotions and created banners for different interfaces.Leading the design team and achieved an 20% increase in the active user rate. |
| May 2021 - Jan 2024 | EMUDHRA LIMITED BENGALURU, INDIA
UI/UX Designer <ul style="list-style-type: none">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. |
| Jan 2020 - April 2021 | CIOC FMCG PRIVATE LIMITED BENGALURU, INDIA
UI/UX Designer <ul style="list-style-type: none">Brand guidelines, Logo Design, Color Palettes, Typography and more.Designed an app for grocery eCommerce, inventory management for sellers, and trending food recipes Strategized and brainstormed ideas to improvise design journey. |

SKILLS

Figma (Expertise), Adobe Illustrator, Adobe Photoshop (Expertise), After Effects, Jira, FigJam, Balsamiq, Framer, Blender, UX Design, UI Design, Product Design, Miniature Design, Mobile app, Web App, Design Systems, Data Visualization, User journey Mapping, Jitter, Lottie, Web development, User research, A/B testing, User feedback analysis, Market Analysis, Competitor Analysis, User journey, Personas, HTML, CSS, JS, Bootstrap, Lenis, GSAP

EDUCATION

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| July 2021- May 2019 | Bachelor of Engineering in Electronics and Communication
K L N College of Engineering (Affiliated to Anna University) Madurai, India |
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LANGUAGES

- German A1
- English C2
- Tamil , Hindi