

# Surya Narayanan L G

Design Engineer · Designs & Builds in Code · AI-Native / Agentic Interfaces · High Ownership

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Open to relocation to Berlin / Germany · Eligible for EU Blue Card · Relocation-ready

## PROFILE

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Designer who **builds in code** — 6+ years crafting **visually appealing, functional products** and shipping them with hands-on frontend skills (**HTML/CSS/JS, Tailwind**). **AI-pilled**: heavily leverages **Claude and AI tools** across design and prototyping, and is drawn to **novel UX patterns** for **AI, agentic, and chat interfaces**. A **first-principles, high-ownership** builder who thrives in **ambiguity**, grounds decisions in real customer insight, and cares about **business outcomes**, not just pixels.

## SELECTED ACHIEVEMENTS

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- **Designs and builds in code** — ships frontend-ready UI in **HTML/CSS/JS/Tailwind**, closing the gap between design and working product.
- **AI-pilled** builder: uses **Claude and AI tools** to explore **novel UX patterns**, prototype fast, and cut iteration cycles by 35%.
- **Owned** products **end-to-end** from scratch — **first-principles** problem-solving in **ambiguous** spaces, grounded in real customer insight, focused on **business outcomes**.

## CORE SKILLS

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**Design:** Aesthetic / Visual Craft, Novel UX Patterns (AI / chat / agentic), Interaction Design, Design Systems & Language, Prototyping, End-to-End Ownership

**Build:** Frontend in Code (HTML, CSS, JS, Tailwind), AI-Assisted Prototyping, Design-to-Working-Product, Rapid Iteration

**Approach:** First-Principles Thinking, High Ownership, Thrives in Ambiguity, Customer-Insight-Driven, Business Outcomes

**Tools:** Figma, Figma Make, Framer, Adobe Illustrator, Adobe Photoshop

**Frontend:** HTML, CSS, Tailwind CSS, JavaScript

**AI:** Claude, ChatGPT, Gemini, Figma Make · AI-Pilled / Agentic Interfaces

**Tools:** Figma, Figma Make, Framer, Adobe CC · Cursor / Claude-assisted build (experimenting)

## PROFESSIONAL EXPERIENCE

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**UI/UX Designer** | UIDAI, India 06/2026 – Present

- **Owning end-to-end** design of a **complex, data-rich** identity platform (UIDAI Sandbox, 62 entities) — from **problem framing** to **shipped UI** — making **regulated** verification and onboarding workflows **clear and intuitive**.
- Turned ambiguous, technical processes into clear, usable flows through differentiated guided and developer-facing modes tailored to distinct user types.
- Drove own **research and validation** to reduce cognitive overload across verification workflows, **iterating quickly** on navigation, contextual guidance, and information design.

**UI/UX Designer** | Travtech Software Ltd, India 04/2025 – 04/2026

- Validated user experiences using Lean UX and Agile methods across 3+ sprint cycles, improving task success rates by 20% and ensuring scalability across key product flows.
- Led **end-to-end** UX initiatives across 2+ product areas — owning **problem definition**, design direction, and execution.
- Drove own **research and validation** across 5+ studies, **prototyping and iterating fast** (including **AI-assisted** exploration) to refine direction and reduce drop-off.
- Designed **AI-assisted** and conversational search patterns — novel interactions that reduced user steps by 30% and lifted conversion by ~25%.
- Maintained consistent visual design across 4+ product surfaces, reducing post-handoff revision cycles by 25%.

**Product Designer** | Ekfrazo, India 01/2024 – 03/2025

- **Built** a real-time platform from scratch — designing and implementing frontend UI for 50+ users, solving a novel operational problem from first principles.

- Improved **forex transaction** usability across buy, sell, and remittance flows — increasing feature usage by 10% and reducing user errors by 25% through simplified interaction patterns.
- Designed scalable UX solutions with defined edge cases, error handling, and developer-handoff documentation, reducing post-handoff ambiguity by 30%.

**UI/UX Designer** | eMudhra, India

05/2021 – 12/2023

- Redesigned and shipped eSign flows **end-to-end** (7 steps to 4, +30% adoption) — **crafting visually appealing UI** for a high-stakes product.
- Defined a secure authentication framework (MFA, biometric, **KYC**) across 3+ user tiers, balancing usability, risk, and **compliance** with product and engineering teams.
- Integrated encryption, decryption, and secure certificate handling into 4+ core user journeys, aligning UX with backend architecture for secure handling of sensitive data.

**UI/UX Designer** | CIOC FMCG Pvt Ltd, India

01/2020 – 04/2021

- Ran 10+ requirement-gathering sessions and client discussions — documenting user personas, journey maps, and business-alignment notes that reduced scope revisions by 20%.
- Delivered UX and frontend across 3+ web and mobile applications — building flows, UI, and **accessible** interfaces across 15+ key user scenarios.

## EDUCATION

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**Bachelor of Engineering** | KLN College of Engineering, Madurai, India

2015 – 2019

## LANGUAGES

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English — Fluent (C2) | German — A1 (actively improving)