

Surya Narayanan L G
Expert Product Designer

(5+ Years' experience)

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JOB SKILLS

- Innovative Product Designer with extensive exposure to various parts of designing - **Customer journey**, **User research**, **Design Thinking** & delivered solutions across platforms
- Expert in **mockups**, **prototypes**, **wireframes** & delivered designs in **Figma**.
- Adept in intermediate/final solutions **review** for improvements & live go ahead
- Big fan of **Design System**, **Mood boards** & brainstorming to generate new & powerful ideas
- Strong understanding/application visuals - color **palette**, **typography** & **iconography**
- Apt in User persona, journey map, wireframes – **Figma**

SKILLS

Designing Tools	Figma / Framer / Photoshop / Illustrator
Web Languages	HTML, CSS, JavaScript
Operating system	Windows, MacOS
Mobile Device	iOS, Android
Project management	Jira, Mojo
Communicative channels	Slack, Teams, Zoom

EXPERIENCE

Mar 2025 – Present

UI/UX Designer
Travtech Software Ltd, Bengaluru, India

- **Accomplished** end-to-end design improvements that boosted **platform efficiency by 30%** and elevated the overall **user experience**.
- **Monitored** user behaviour and analytics to derive insights, driving a **35% rise** in satisfaction and engagement.
- **Addressed** usability and accessibility gaps through **data-driven design**, ensuring a seamless **cross-platform experience**.
- **Mastering design systems** by creating consistent, responsive, scalable components—including tables, icons, and variants—to ensure seamless product-wide design consistency.
- **Persuaded** cross-functional teams to adopt **research-backed UX strategies**, improving **workflow efficiency by 25%**.
- **Lead the design team**, guiding the creation of cohesive, user-centric products and ensuring alignment with business goals.
- Familiar with **WCAG** standard design **principles**.

Achievement

- Delivered **research-backed design strategies** and business audit reports that influenced key stakeholder decisions and optimized the overall customer experience.

Jan 2024 – Feb 2025	Product Designer Ekfrazo Pvt Ltd, Bengaluru, India - Designed the end-to-end Forex and financial services ecosystem (Buy, Sell, Reload, Remittance, Card Management, Channel Partner Onboarding) across web and mobile. - Developed a scalable UI kit and design system, ensuring consistency across platforms. - Enhanced usability and engagement via motion design, interactive animations, and A/B testing, increasing on-screen engagement by 20%. - Conducted user research, interviews, and testing to map user flows, reduce churn by 7%, and optimize retention. - Collaborated with cross-functional teams and clients, applying Agile methodologies and feedback loops to deliver high-quality, user-centred solutions. Achievement - Boosted user purchase rates by 30% through targeted promotions and optimized web interfaces.
Jan 2024 – Feb 2025	UI/UX Designer Emudhra Ltd, Bengaluru, India - Documented designs and collaborated with engineers to ensure accurate implementation and functionality. - Consistent in creating usable, accessible, and engaging digital experiences across platforms. - Collaborative with cross-functional product and business teams to align on vision and deliver impactful solutions. Achievement - Revamped product designs, driving 80% market growth and improving stock performance.
Jan 2024 – Feb 2025	UI/UX Designer CIOC FMCG Pvt Ltd, Bengaluru, India - Created brand guidelines, including logo design, color palettes, and typography, ensuring consistent visual identity. - Designed a grocery eCommerce app with inventory management for sellers and trending recipe discovery for users. - Strategized and ideated user journeys to optimize engagement and overall app experience.
EDUCATION	
May 2015- Aug 2019	Bachelor of Engineering KLN College of Engineering, Madurai, India
LANGUAGES	- English Fluent - German (A1 Certified)