JAGANATHAN E

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PROFESSIONAL SUMMARY

Strategic UX Design Leader and Certified Usability Analyst (CUA-HFI) with over 16 years of experience at the intersection of human-centred strategy, DesignOps, and AI-driven efficiency. Proven track record of collaborating with global teams and clients across the USA and Canada to scale high-maturity design teams and deliver multiple rapid AI-first POCs/MVPs that secured strategic partnerships with Fortune 500 accounts (Microsoft, HP, Costco, NetApp). Specialised in AI-accelerated workflows that reduce design debt by up to 40% and developer handoff times by 50%. Architected LYNK's core operational toolset, directly enabling its acquisition by Swiggy to scale hyperlocal logistics.

CORE COMPETENCIES & SKILLS

- **Design Leadership & Strategy:** Product-Led Growth, DesignOps, AI-First Strategy, Stakeholder Alignment, Project Budgeting, Resource Allocation, Team Mentorship
- **UX Methodologies:** User Research, Usability Testing, Lean UX, MUI Migration, Enterprise Design Systems, Cross-Device Consistency, Developer Handoff Optimisation
- **AI & Design Tools:** UXpilot, Wireframe.io, FigJam AI, ChatGPT, Gemini, Claude, Figma, Sketch, Adobe XD, Miro, Framer
- **Analytics & Management:** Google Analytics, Hotjar, UserTesting, Jira, Confluence, Notion, Slack, Microsoft Teams
- **Domain Expertise:** Hyperlocal Logistics, FMCG (B2B/B2C), Enterprise SaaS, Fintech, HRTech, eCommerce, AR/VR

PROFESSIONAL EXPERIENCE

REVEL DESIGN STUDIO (An Infogain Company) | Bangalore, India

Design Manager | Jan 2024 – Present

- **Business Growth & Revenue:** Spearheaded multiple high-impact AI-first POCs and MVPs, directly contributing to multi-million-dollar account wins with Fortune 500 clients, including Microsoft, HP, Costco, and NetApp.
- **Global Collaboration:** Daily collaboration with global clients and cross-functional team members across the USA and Canada to align design strategy, business goals, and product delivery.
- **Design Operations & Budgeting:** Oversee end-to-end "Design Business" operations, including project budgeting, scope definition, and strategic resource allocation across high-stakes enterprise accounts.
- **Design System Automation:** Leveraged Claude AI to architect and automate enterprise design system documentation, achieving 100% brand and structural consistency across global workstreams.

- **Enterprise Platform Migration:** Leading the MUI migration for the Charitable Impact platform, establishing a cross-device unified ecosystem and accelerating developer handoff by 50%.
- **AI Workflow Optimisation:** Revolutionised the design lifecycle by integrating Wireframe.io and UXpilot AI, cutting end-to-end UX workflows by 30–40%.

XPRESSBEES | Bangalore, India

Lead UX Designer | Jan 2023 – Dec 2023

- **Platform Revamp:** Directed the end-to-end redesign of enterprise web and mobile logistics platforms, leveraging user research to modernise complex logistics operations.
- **Department Foundation:** Built the internal design department from the ground up; led recruitment, onboarding, and professional mentorship.
- **Design Systems & Scalability:** Built a comprehensive Design System and long-term UX Strategy to ensure continuous product scalability across multiple logistics sub-systems.

LYNK (Acquired by Swiggy) | Chennai, India

Lead Product Designer | Nov 2019 – Dec 2022

- **Strategic Acquisition Impact:** Architected end-to-end operational tools (Inventory Management, Routing, Warehouse Fulfilment), establishing the technical foundation that drove Swiggy's acquisition of LYNK for Swiggy Instamart.
- **Logistics & Routing Optimisation:** Designed data-dense routing tools and inventory management interfaces, significantly improving driver efficiency and minimising fulfilment errors in a high-velocity environment.
- **Data-Driven App Overhaul:** Analysed Google Analytics and conducted field studies with delivery partners, executing an app revamp that measurably increased delivery success rates.
- **Team Leadership:** Mentored and managed a team of 3 product designers, overseeing design execution from early internal tools through post-acquisition integration into Swiggy's ecosystem.

HOLOPUNDITS | Chennai, India

Lead Product Designer | Jun 2019 – Oct 2019

- **AR/VR Product Enhancement:** Led UX strategy for immersive AR and VR educational tools designed for students, analysing existing interface workflows to resolve core user pain points.
- **Stakeholder & Field Research:** Conducted structured qualitative research through direct user interviews with external customers, students, and key business stakeholders.
- **Iterative Design Strategy:** Recommended actionable product design updates and iterative UX changes to client teams to optimise engagement and learning outcomes.

COVIAM | Bangalore, India

Senior UX Designer | Dec 2016 – May 2019

- Led end-to-end UX architecture for the PeopleHum HRMS platform.

- Introduced lean UX methodologies, usability testing protocols, and design research practices into product development cycles.

ENTOMO | Bangalore, India

UX Designer | Jan 2016 – Dec 2016

- **Enterprise Performance Strategy:** Spearheaded user experience architecture for the Entomo performance management system, translating intricate analytics into intuitive executive dashboard frameworks.
- **Research & Usability Frameworks:** Integrated user research methodologies and developed interactive high-fidelity prototypes, driving qualitative usability evaluations across critical product modules.
- **Design System Scalability:** Constructed foundational component libraries and documentation to align cross-functional engineering partners, ensuring visual harmony and UI consistency.
- **Cross-Functional Product Strategy:** Partnered with engineering and product leadership to lead collaborative discovery workshops, accelerating feature prioritization and high-value enhancement roadmaps.

BankBazaar | Chennai, India

UX Designer | Mar 2014 – Jan 2016

- **End-to-End Mobile App Design:** Architected native Android and iOS mobile applications from product inception, translating complex financial workflows into seamless, intuitive mobile user experiences.
- **B2C Platform Revamp:** Spearheaded the comprehensive UX/UI overhaul of the high-traffic B2C web portal, significantly modernising visual aesthetics and optimising application conversion funnels.
- **Gamified Application Experience:** Conceptualised and designed an interactive, gamified onboarding flow for credit card and personal loan applications, dramatically lowering user drop-off rates and driving higher customer engagement

HCL | Chennai, India

UX Designer | Jan 2013 – Mar 2014

- **Digital Communication & Email Design:** Designed high-converting, responsive email design templates and hand-coded pixel-perfect cross-client HTML/CSS layouts to ensure brand consistency and maximum deliverability across enterprise communications.

I-Velozity (evolutiondigital) | Chennai, India

UX Designer | May 2011 – Jan 2013

- **10-Foot UI & Smart TV Experience:** Architected the visual design and interactive UI for Android Smart TV interfaces (hardware/physical product ecosystem), optimizing spatial navigation and visual hierarchy for lean-back TV screen experiences.

- **Cross-Device Hardware-Software Integration:** Partnered closely with firmware and software engineering teams to deliver responsive multi-device digital interfaces aligned with physical product constraints.

TEJASSYS | Chennai, India

UX Designer | Dec 2009 – May 2011

- **International Client Delivery:** Designed and developed customized Web UI mockups in Adobe Photoshop and translated them into clean, standards-compliant HTML/CSS layouts.
- **Global Portfolio Execution:** Successfully delivered 20+ web design projects for international enterprise clients across the USA, Europe, and Australia.

MENTORSHIP & COMMUNITY

- **Designerrs Academy:** Design Mentor – Guiding UI/UX design candidates (Jun 2023 – Present)
- **UMO Design School:** Design Mentor – Mentored Team "Hakuna Matata" for DXS22 (Jul 2022 – Aug 2022)

CERTIFICATIONS

- **Certified Usability Analyst (CUA-HFI)** – Human Factors International (ID: 2018-7260)

EDUCATION

- **Master of Arts (M.A.) in Mass Communication & Journalism** | Alagappa University (2021 – 2023)
- **Bachelor of Science (B.Sc.) in Visual Communication** | University of Madras (2006 – 2009)

LANGUAGES

- **English:** Professional Working Proficiency
- **Tamil:** Native / Bilingual Proficiency