



# SURAJ SUBHARAMAN

Strategist, User Experience, UI and Interaction Designer

 <https://bit.ly/3663V67>

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## SKILLS

Ideation  
Problem Solving  
UX Audit  
Design Thinking & Sprint Workshops  
User & Organisational Research  
Experience Strategy  
Personas  
App/Site Maps  
Experience Mapping  
User Flows  
Wireframing  
Prototyping  
Visual Design  
Usability Testing

## SOFTWARES

Sketchapp  
Adobe Photoshop  
Figma  
Adobe XD  
Invision  
Zeplin  
Keynote  
Mindnode  
Blender 3D  
Principle for Mac

## PASSIONATE ABOUT

Inclusive Design  
Artificial Intelligence  
Anthropology  
Mental Models  
Bio - hacking  
Reading

## EDUCATION

2015  
**CUA (Certified Usability Analyst),**  
**Human Factors International (HFI)**

2007  
**Graduate in Commerce,**  
**Mumbai University, Maharashtra**

## AWARDS & RECOGNITION

2013-2014  
**Digital Crest Awards Best Website**  
Cromaretail.com - Bronze

2013-2014  
**IDMA Best Website/Microsite**  
75 years of Bajaj Electricals - Silver

2011-2012  
**IDMA Best use of ecommerce**  
**product / services**  
Morphy Richards India - Gold

2011-2012  
**IDMA Best Website/Microsite -**  
**Corporate**  
Virgin Mobile - Silver

## WORK EXPERIENCE

### ROBOSOFT TECHNOLOGIES

◆ 2016 - Present

#### Discovery Plus | Lead UX/UI Designer ◆ 2019

Contributed, revised and designed the UX and UI of the Discovery Plus app (phone and TV) and website. Worked with the product manager and development team to execute the implementation plan.

#### TVS Apache | Lead UX Designer ◆ 2019

Crafted the concept, creative vision and design of Digital Instrument Cluster (I.C.) based on client workshop, customer interviews and secondary research along with defining the ideal interaction model through prototypes.

#### DSP Blackrock | Lead UX Designer ◆ 2018

Carried out primary user research through interviews with RMs which were later transformed into wireframes and prototypes.

#### Narayana Health | Lead UX Designer ◆ 2018

Conducted user research via one-on-one interviews with Doctors & other medical professionals to understand their explicit wants and implicit needs. Designed a custom app map bridging the gap between the clients, designers and developers.

#### Titan Mobile App | Lead UX Designer ◆ 2017

Orchestrated a client workshops and crafted a multi-channel flow to bring about a seamless experience. Designed the creative vision and worked closely with the client and the developers to implement the design.

### IBS (Fulcro)

◆ 2007 - 2015

#### Tata Docomo | Lead UX/UI Designer ◆ 2015

Spearheaded the UX vision and research of the website. Conducted UX card sorting workshop and created the visual identity (UI) of the website.

#### Pepsi Deals | Lead UX/UI Designer ◆ 2014

Created Wireframes, UI & interaction for the app (ios and android). Designed responsive website. Collaborated with multiple development teams & presented the UX ideas & design to the client

#### Tata Docomo Shop | Senior UX/UI Designer ◆ 2013

In charge of Capturing business requirements and user goals. Handled the visuals & interaction aspect of the site. Led a team of designers and worked with multiple teams.

#### Croma Retail | Senior UX/UI Designer ◆ 2012

Led the project from initial conception of design to the final stages of development

Apart from these, I worked on other digital artefacts for **Boom 3D, Virgin Mobile, Central Mart, Kotak Genral Insurance, ABnBev, Morphy Richards India, Bajaj Electricals, Bajaj Finserv Limited, Live Work Play app** etc,