Gopi Kuppuswamy | Lead UI/UX Designer

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SUMMARY

Seasoned UI/UX Design Lead with over 18 years of expertise, including 12+ years working in agile teams. My experience spans enterprise and consumer applications, focusing on delivering user-centered design solutions. Skilled in collaborating with cross-functional teams, I align design with business goals, leveraging my proficiency in user research, wireframing, prototyping, and creating detailed documentation. I have a proven track record in improving complex system usability while adhering to accessibility standards (WCAG), enhancing both B2B and B2C solutions, and driving business outcomes. Proficient in individual end-to-end tasks, achieved 40% increase in user engagement, led design team.

PROFESSIONAL EXPERIENCE

UX Consultant (Contract)
Adeptia | Noida | 2024 – 2024

- **UX Research:** Leveraged user research from interviews, competitive analysis, & usability testing to gain insights into market trends, customer needs, habits, and behaviors.
- **Information Architecture:** IA restructure resulted in 50% increase in self-sufficiency, 40% increase in task efficiency, & more clarity and accessible pathways between Adeptia's adept functionalities.
- **Design Thinking:** Synthesized design thinking principles and human behavior psychology to redesign a platform that is intuitive and easy-to-follow for the customer.
- **Prototyping:** Crafted interactive prototypes & high-fidelity wireframes; invited collaborative teams to play and ask questions to craft interactive design solutions.

UX Architect
QAssure Technologies | Chennai | 2022 – 2024

- Responsible for QAssure SaaS Products Platform experience design, design process, quality improvements, and business transformation initiatives.
- Researching to improve customers' experience with key features of the SaaS platform products and setting product direction.
- Responsible for IC(Individual Contributor) role end-to-end design from research to Usability & Feasibility testing.
- Executed 4+ individual end-to-end design tasks, from research to launch.
- Optimized design processes, cutting design cycle time by 50%.
- Led teams of product designers, researchers, and UI Developers in Chennai locations
- Developed comprehensive design systems encompassing typography, color palettes, iconography, and UI components to ensure consistency across all digital products.
- Provide ongoing training to UI developers/lead including questioning, customer listening, customer journey map, idea generation, prototyping, and usability testing.
- Built an in-house UX consulting group (center of excellence) relied upon by the SaaS - platform and other business departments in the organization.

UX Consultant
Self Designer | Chennai | 2021 – 2021

- Worked on various projects involving UX and visual design for iOS and Android tablets SaaS Products
- Defined branding and visual design with design guidelines for few clients in Chennai

Lead UX Architect
t_steps Technologies | Chennai | 2019 – 2021

- Responsible for Tscout and Tspring HRMS requiting applications for Desktop and mobile app experience, design process and quality improvements.
- Responsible for IC role end-to-end design from research to usability testing.
- Led teams of UX designers and researchers and UI designer intern in Chennai & Germany.
- Oversaw a comprehensive redesign of Recruiting applications.
- Customer listening and processes; leveraging insights gained to identify business and creative opportunities.
- For a single application built two design systems for both brands Tsteps, and tspring based on organization branding guidelines.
- Streamlined product development process by design thinking approach and modified internal agile process.

Sr UX Analyst
VMware | Bangalore | 2018 – 2019

- Led the efforts for Digi customer experience by educating stakeholders about how to best leverage capabilities to meet the business goals and customer needs.
- Improved & Implemented the Digi design systems.
- Executed individual end-to-end design tasks and led a team of 7 UX designers.
- Established a zero-coding method, reducing development time by 30%.
- Coached design thinking for colleagues, fostering collaboration and innovation.

Sr. UX Designer
Eutech Cybertech | Chennai | 2016 – 2017

- Developed effective interactive design solutions for that met business, project, and design goals, based on standards and guidelines.
- Introduced ideation activities mind mapping, journey mapping, persona and task analysis exercises with multi-disciplinary teams.
- Executed individual end-to-end design tasks and led a team of 7 UX designers.
- Coached design thinking for colleagues, fostering collaboration and innovation.

Lead UI/UX Designer
Wells Fargo | Bangalore | 2015 – 2016

- Created Forex Trading design wireframes and user-flows
- Design the interactions and flow within web-based product
- Work with visual designers and developers to bring the UX designs to life

Lead UI/UX Designer
People Tech | Hyderabad | 2014 – 2015

- Web Design and Architecture: Work closely with web team members to develop and implement overall system architecture, page layout, navigation and user flows and content of all web-based applications.
- Executed individual end-to-end design tasks and led a team of 3 UX designers and 2 UI Designers.
- Lead UX practice within the organisation, Educate and build the team of UX, UI Designers and Front-End Engineers.

Lead UI/UX Designer
WIN IT Software | Hyderabad | 2014 – 2014

- Directed WIN IT design team to build the SaaS & web based products.
- Guided 2 interaction designer,2 UX designer and 1 visual designer.

Lead UI/UX Designer
Zylog Systems Ltd | Chennai | 2004 – 2014

- Lead the design experience for mobile and web products in collaborating with various teams (iOS, Android, BlackBerry Mobile, SharePoint, MS CRM, .Net and Java).
- Bringing up awareness and working closely with the Product Team to ensure user-centred design processes.
- Created low-fidelity paper prototypes and wireframes. Translated the wireframes into Photoshop (PS) layouts and then converted PS designs into highfidelity interactive prototypes (HTML).

EDUCATION

Bachelor of Fine Arts (B.F.A)
Bharathidasan University | Full-time | Tirchy

CERTIFICATIONS

Certified Usability Analyst (CUA)
Human Factors International - (HFI)

Visual Design: The Ultimate Guide
Interaction Design Foundation - (IDF)

Dip in Multimedia
Verbatim Computer Center

SKILLS

- Agile Methodology
- Design Strategy
- Design Workshops
- SaaS, iPaaS Product Development
- Customer Journey Map,
- User Research
- Design Thinking
- Information Architecture
- Rapid Prototyping
- Wireframing
- Usability Testing
- Collaboration
- Stakeholder Management
- Adaptability

Tools

- Figma
- Adobe Creative Suite
- Miro
- Framer
- Sketch
- Axure RP
- Balsamiq