Ananda Sugirtha Sundaresan

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7+ years' experience, Senior UX/Product designer, based in Chennai, India. Skilled in research, problem solving, conversational AI, design systems, AI integrated UX, high fidelity prototyping & no code builders. Available to join immediately.

WORK EXPERIENCE

Publicis Sapient
May 2024 - June 2025

Summary - Conducted an in-house workshop. Collaborated with 5 PMs, designing 10+ flows for 5M+ Verizon SME users.

Verizon – Senior Experience Designer II
- Enhanced e-commerce SME's broadband purchase flow by reducing checkout time & boosting 2M+ new subscribers
- Redesigned accessories purchase flow for better scannability, affordance, and usability, optimizing color coding, branding, and key details to improve checkout efficiency and user trust
- Developed add-a-line personalized offers via proximity-based triggers, increasing in-app payment adoption over third-party UPI scans
- Scaled Figma documentation templates, design processes and project repository library, achieving 25% faster delivery timelines

My Little Venture – UX Researcher/User Experience Designer
- Led the UX research – survey, stakeholder interview & competitor analysis, created research report & 100% implemented findings into design, reaching 2k users in 3 months of its launch
- Optimized information architecture and user flows, enhancing usability for community admins, sellers, and buyers

Thoroughtec Simulation – Lead UX/UI Designer
- Developed a unified WX design system for eight simulation applications from scratch resulting in 15% boost in team performance & 40% improved accessibility scores
- Developed design guidelines for the 120+ components
- Led the launch of 30+ new features across 8 instructor-student portals accelerating the 100% accuracy of UI consistency, 20% reduced development time, 15% improved user satisfaction rate and 31% reduction in UI-related bug reports

TechProjects India Pvt. Ltd.
Aug 2023 - May 2024

Summary - Led 5+ design sprints, built 10+ design systems/products, and designed 4+ Webflow websites, improving client satisfaction by 95% and accelerating project approvals by 30% through clear stakeholder communication.

NYC Department of Education – UX/UI Designer
- Spearheaded the project vision, strategized and drove research, directed backlog management, project prioritization, advocated & solved UX problems for Applications Inventory Management System, developed UX frameworks improving team engagement & morale by 24% and achieving a 25% cost reduction
- Created a scalable design system and user guide for 90+ components with 40% faster turnaround time

C&S Grocers – UX/UI Designer
Designed a payroll and time management MVP SaaS tool with 21% reduced effort hours & 91% improved user task rate and job productivity

Cognizant Technology Solutions
June 2021- Aug 2023 & Jul 2010 - Nov 2013

Summary – Led 18+ applications and 2 design systems governance, 2+ AI driven customer engagements, with 30% increased new customer enrolments and 23% boost in customer productivity.

World Bank Group – UX/UI Associate Designer
- Articulated UX goals and problem solving for 15+ intranet applications
- Designed a manager admin dashboard app, integrating team & resource management for improved operational efficiency
- Led conversational strategy & experience for 2 AI tools, mAI docs and mAI literature review & policy paper generator with 8k+ active users
- Led the launch of three critical product design features- search, browse and filter, within a multi-country setting, with a successful market launch within six months & 53% improved user satisfaction rate
- Contributed 20 widgets & responsive filter components to the Lift Design system decreasing pod designers' effort time by 16% & aided faster developer hand-off

U.S. Bank – UX/UI Associate Designer
- Led the governance of the consumer facing website component library of the Shield Design System for ~75+ components, improved consistency by 40%, established component documentation template
- Collaborated with product, business and engineering team, elevated end-to-end process in an agile scrum environment
- Aligned consumer facing ADA-compliant responsive website with 30% increased new customer enrolments

EDUCATION & CERTIFICATIONS

Design Thinking and Innovation CEP Programme, Indian Institute of Technology Delhi, 2025-present
Master of Science in Electronic Media (Product Design), Anna University Chennai, CGPA - 9.4/10, Gold Medalist, 2005-2010
Perplexity AI Masterclass, Udemy, 2025
Google UX Design, Coursera, 2022
Google Project Management, Coursera, 2022
Accessibility for Designers, Deque University, 2021

TOOLS & SKILLS

Figma, Sketch, Adobe Creative Suite, Miro, Protopie, InVision, Mural, FigJam, Abstract, Webflow, Framer, Wix, Jira, Asana, Notion, Confluence, Airtable, Dovetail, Hotjar, Google Analytics, HTML5, CSS3 & JavaScript

Product Strategy, Analytical Thinking, Project Management, Roadmap Creation, Problem Validation, Product Thinking, User Research, Design Systems, Persona Hypothesis, Heuristic Analysis, A/B Testing, Usability Testing, Data Analysis, Research Synthesis, Scenario Analysis, Task Analysis, User flows, Journey Mapping, Concept Sketches, Wireframing, Screen Flows, Prototyping, Micro-Interactions, Presentations, Documentations, Facilitating Design Workshops, Stakeholder Management, Design Audits & Accessibility