

Gopi Kuppuswamy

UX Design Leader

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CAREER SNAPSHOT

Work Experience	18 Years
Domain	Retail, Banking, Tourism, HealthCare, Telecommunication, IT Infrastructure, Insurance, Hospitality Management(Service) Logistics, CavinKare, Unilever, Kamasutra and other CPG products.
Roles Played	UX Architect, UX Consultant, Lead UX Designer, Sr UX Analyst, Sr. UX Designer,
Skills	Agile Methodology, Design Strategy, User Research, Customer Journey Map, Information Architecture, Rapid Prototyping, Usability Testing, Stakeholder Management, Design Thinking
Prototype Tools	Figma, Adobe Creative Suite, Sketch, Marvel, Axure RP, Balsamiq, Canva
Organization Served	Adeptia, QAssure Technologies, t_steps Technologies, VMware, Wellsfargo, People Tech, WINIT, and Zylog Systems

STRENGTHS

Empathetic	Collaborative	Detail Oriented
Skilled at understanding user needs via in-depth interviews, surveys and user testing resulting in user-driven designs.	Worked closely with cross-functional teams on various complex projects to deliver seamless user experiences.	Known for meticulous attention to detail that ensures accurate representation of user needs in designs.

RECONNITION

Team	Individual
Best Project of this Quarter Retail product - 2010 Best Project Telecommunication - 2012 Best Project of the year in Service design - 2014 Best Project of the month SMRT - 2013 (Client Award)	Best Team player of the month 2009 & 2010 Best Team Lead 2011 (Internal) Star Performer of the Month (3 Times) Best Prototype Designer of the year - 2014

EDUCATION AND CERTIFICATES

B.F.A (Bachelor of Fine Arts) - Bharathidasan University Full-time Tiruchy
Certified Usability Analyst - HFI
Visual Design: The Ultimate Guide - Interaction Design Foundation
Dip in Multimedia - Verbatim Computer Center

EXPERIENCE SUMMARY

Organization	Adeptia Noida (WFH)
Duration	2024 - Present
Designation	UX Consultant (Contract Position)
Played Role	Individual Contributor and UX delivery
Responsibility	<ul style="list-style-type: none">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.

Organization	QAssure Technologies Chennai
Duration	2022 - 2024
Designation	UX Architect (Product end-to-end design role & Leadership)
Played Role	Individual Contributor and UX delivery manager
Responsibility	<ul style="list-style-type: none">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.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.

Organization	Self Designer Chennai
Duration	2021 - 2021

Designation	Independent UX Designer
Played Role	Individual Contributor and UX delivery manager
Responsibility	<ul style="list-style-type: none"> 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

Organization	t_steps Technologies Chennai
Duration	2019 - 2021
Designation	Lead UX Designer (Product end-to-end design role & Leadership)
Played Role	Individual Contributor and UX delivery manager
Responsibility	<ul style="list-style-type: none"> Responsible for Tscout and Tspring HRMS requiring 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. Lead 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.

Organization	VMware Bangalore
Duration	2018 - 2019
Designation	Sr UX Analyst (Product end-to-end design role & Leadership)
Played Role	Individual Contributor and UX delivery manager
Responsibility	<ul style="list-style-type: none"> 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. Worked with Collaborative to Analytics Team, Research, Product Team & Development team in ideation exercises to push the boundaries of customer experience design.

Organization	Eutech Cybertech Chennai
Duration	2016 - 2017
Designation	Sr. UX Designer (Product end-to-end design role & Leadership)
Played Role	Individual Contributor and UX delivery Lead
Responsibility	<ul style="list-style-type: none"> 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.

Organization	Wells Fargo Bangalore
Duration	2015 - 2016
Designation	Lead UI Designer (Product end-to-end design role & Leadership)
Played Role	Individual Contributor and UX delivery
Responsibility	<ul style="list-style-type: none"> 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

Organization	People Tech Hyderabad
Duration	2014 - 2015
Designation	Lead UI Designer (Product end-to-end design role & Leadership)
Played Role	Individual Contributor and UX delivery Lead
Responsibility	<ul style="list-style-type: none"> 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.

Organization	WIN IT Software Hyderabad
Duration	2014 - 2014
Designation	Lead UI Designer (Product end-to-end design role & Leadership)
Played Role	Individual Contributor and UX delivery Lead
Responsibility	<ul style="list-style-type: none"> Directed WIN IT design team to build the SaaS & web based products. Guided 2 interaction designer, 2 UX designer and 1 visual designer.

Organization	Zylog Systems Ltd Chennai
Duration	2004 - 2014
Designation	Lead UI Designer (Product end-to-end design role & Leadership)
Played Role	Individual Contributor and UX delivery Lead
Responsibility	<ul style="list-style-type: none"> 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 high-fidelity interactive prototypes (HTML).