

Sridharan Murugesan

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PROFESSIONAL SUMMARY

Senior UX Designer with 6+ years of experience designing AI-native, enterprise-scale systems in logistics, government benefits, and data-driven platforms. Proven track record of shipping end-to-end user journeys in collaboration with engineering teams, translating complex operational workflows into proactive, trustworthy digital experiences. Strong foundation in front-end technologies and scalable design systems, with experience integrating AI, OCR, and intelligent automation into high-impact products. Passionate about building human-centered intelligent systems that drive measurable operational efficiency.

CORE COMPETENCIES

- **Research & Analysis:** User Research, Usability Testing, Affinity Mapping, Personas, Journey Maps, Metrics & KPI Development, Heuristic Evaluation, Competitive Analysis, A/B Testing, Cognitive Walkthroughs, Surveys & Interviews, Task Analysis, Contextual Inquiry, Data Analysis & Visualization, Ethnographic Studies, AI-Native Experience Design, Case Management Systems
- **UX Design & Prototyping:** Sketching, Wireframing, Prototyping, Interaction Design, Information Architecture, Content Strategy, Accessible and Inclusive Design, UI Design, Design Systems, Design Tokens & Theming, Site Maps
- **Technical Proficiency:** HTML, CSS, JavaScript, Bootstrap, Webflow, Framer, WordPress, React (Beginner)
- **Design Tools:** Figma, Adobe XD, Adobe Creative Suite, Sketch, Framer, Miro, Balsamiq
- **Project Management:** Jira, Monday.com
- **Analytics & Reporting:** Google Analytics, Hotjar, WCAG-Compliant PDFs

PROFESSIONAL EXPERIENCE

ZYTUS Inc (Contract – Texas Health & Human Services Commission)

Oct 2025

Product Designer

Austin, TX

- Leading UX design for AI-enabled case management systems supporting SNAP, Medicaid, and TANF programs used by 10K+ internal users statewide.
- Building reusable design system components across 8+ enterprise modules, improving consistency and accelerating feature delivery by 30%.
- Integrating AI-assisted OCR dashboards to reduce manual document handling effort by 35%.
- Partnering closely with React engineering teams to ship performant, responsive multi-surface applications.
- Improving task success rates by 28% through usability testing, workflow simplification, and data-driven iteration.

RADcube LLC

Jun 2025 - Oct 2025

Product Designer Intern

Carmel, IN

- Designed user flows, wireframes, high-fidelity mockups, and prototypes for the AI-powered OSMe Buddy chatbot, OCR Dashboard, and IGA Portal.
- Translated business and technical requirements into intuitive, accessible design solutions.
- Conducted user research and usability testing to validate workflows and enhance interaction patterns.
- Transformed LLM and automation capabilities into intuitive, human-centered enterprise workflows.
- Reduced design iteration cycles by 20% through AI-assisted usability validation.

Saffron Valley

Jan 2025 - Apr 2025

UI/UX Designer Intern

South Jordan, UT

- Planned and conducted usability testing and moderated user interviews with over 25 participants; improved task success rate by 40% and influenced revisions to navigation, layout, and interaction design.
- Created more than 50 wireframes and interactive prototypes in Figma; established a reusable design system that improved interface consistency and contributed to a 35% increase in user engagement.
- Delivered responsive, accessible design specifications in collaboration with front-end developers, ensuring WCAG compliance and alignment with brand guidelines across desktop and mobile platforms.
- Documented interaction patterns and accessibility standards to support implementation and handoff, reducing developer clarification requests and accelerating build time on new features.

Indiana University

Aug 2023 - May 2025

Research Assistant

Indianapolis, IN

- Designed and tested user interfaces for nonprofit clients, applying usability heuristics and user feedback to improve navigability, content clarity, and accessibility compliance.
- Developed mobile-responsive websites for Indianapolis historical organizations using HTML, CSS, and JavaScript, increasing site visit duration and user engagement based on analytics.
- Produced accessible digital materials, including WCAG-compliant PDFs and structured documents, to support inclusive communication strategies across web and print platforms.
- Collaborated with cross-departmental faculty and external partners to align digital content with public history initiatives, ensuring historical accuracy and user relevance in all deliverables.

Edvoy Technologies Private Limited

Sep 2022 - Jun 2023

Product Designer

India

- Conducted user research and behavior analysis using Hotjar and Google Analytics; informed iterative design improvements that raised user engagement from 30% to 85% across mobile and web platforms.
- Redesigned core user flows and interface components for the education services app, improving navigation clarity and reducing task friction as confirmed through A/B testing.
- Built interactive prototypes in Figma and documented design specifications for handoff to developers; supported continuous updates aligned with user feedback and business requirements.
- Worked with product managers and engineering teams to align features with user needs and platform capabilities, balancing usability with technical feasibility under tight development timelines.

MResult Services

Jul 2021 - Aug 2022

UI Designer

India

- Designed data-driven dashboards for pharmaceutical and banking clients, focusing on improving information hierarchy and interaction clarity across complex user workflows.
- Conducted A/B testing on web interfaces; identified high-performing design elements that increased user retention and task efficiency by 25%.
- Created standardized UI component libraries in Figma and Adobe XD, ensuring visual consistency and reducing design time across multiple client projects.
- Applied usability principles to resolve operational bottlenecks in internal tools; reduced process inefficiencies by 30% through improved screen layout and user flow design.

Fintuple Technologies

Aug 2020 - Jul 2021

UI/UX Designer

India

- Translated complex financial data into visual formats by designing wireframes, user flows, and interactive prototypes; supported design standardization across web and mobile products.
- Conducted UX workshops with internal stakeholders to evaluate feature usability and prioritize interface refinements, contributing to measurable improvements in user satisfaction survey scores.
- Created brand-aligned digital assets, including social media graphics and promotional visuals, to support marketing campaigns and product outreach initiatives.
- Developed and maintained design documentation outlining UI patterns, accessibility guidelines, and interaction rules; improved consistency across design handoffs and cross-platform implementations.

EDUCATION

Indiana University

Aug 2023 - May 2025

Master of Science, Human-Computer Interaction

Indianapolis, IN

- **GPA:** 3.93 / 4.00

Sastra University

Jul 2016 - May 2020

Bachelor of Technology, Computer Science and Engineering

India

PROJECTS

Mobility and Logistics Optimization for Food Pantry

2024 - 2025

Indiana University

Indianapolis, IN

- Designed inventory tracking and volunteer coordination tools in partnership with Toyota Mobility Foundation; conducted usability testing and iterative Figma prototyping, resulting in a 30% increase in operational efficiency.

Smartwatch Design for First Responders

2024

Indiana University

Indianapolis, IN

- Developed a smartwatch prototype with health tracking, toxin alerts, and silent communication based on field research with first responders, improving emergency response speed by 30%.

AWARDS

- **2nd Place – Data Visualization Competition:** Indiana University, Indianapolis, IN | December 2024; Led UX research and design for the SAVI Web Stats Reporting Dashboard, improving data accessibility and usability.
- **Pat on the Back – Design Recognition:** MResult Services, India | November 2021; Recognized for delivering effective, user-centered design solutions across client projects.

CERTIFICATIONS

- **Social and Behavioral Responsible Conduct of Research – CITI Program:** August 2023
- **Start the UX Design Process: Empathize, Define, and Ideate – Coursera:** June 2021
- **Foundations of User Experience (UX) Design – Coursera:** May 2021
- **UI/UX Design Specialization – Coursera:** April 2020