

Sridharan Murugesan

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SUMMARY

Senior UI/UX and Product Designer with 6+ years of experience designing AI-native, enterprise-scale platforms across healthcare, government benefits, fintech, and logistics domains. Proven track record delivering end-to-end experiences spanning conversational AI, OCR-powered workflows, eligibility and case management systems, identity governance, and operational dashboards. Skilled at collaborating with engineering, AI, and product teams to translate complex operational requirements into scalable design systems and measurable efficiency improvements.

SKILLS

- **Research & Analysis:** User Research, Usability Testing, Affinity Mapping, User Personas, Journey Mapping, Heuristic Evaluation, Competitive Analysis, A/B Testing, Cognitive Walkthroughs, Surveys & Interviews, Task Analysis, Contextual Inquiry, Data Analysis & Visualization, AI-Native Experience Design, Case Management Systems
- **UX Design & Prototyping:** Sketching, Wireframing, Prototyping, Interaction Design, Information Architecture, Content Strategy, Accessible and Inclusive Design, Visual UI Design, Design Systems, Design Tokens & Theming, Sitemaps, Enterprise UX, Mobile-First Design, Responsive Design, User Flows, Human-Centered Design, SaaS Product Design, Component Libraries, Dashboard Design, High-Fidelity Mockups
- **Design Tools:** Figma, Adobe XD, Adobe Creative Suite, Sketch, Framer, Miro, Balsamiq
- **Front-End Technologies:** HTML, CSS, JavaScript, Bootstrap, Webflow, Framer, WordPress, React, Angular
- **Testing & Analytics Platforms:** Google Analytics, Hotjar, Microsoft Clarity, Maze, UserTesting
- **AI Tools (UI/UX & Development):** ChatGPT, Claude AI, Gemini AI, Midjourney, Cursor AI, GitHub Copilot, Uizard, Relume AI, Figma Make, Bolt.new, Visily AI
- **Project & Collaboration Tools:** Jira, Monday.com, MS Teams, Slack, Trello, Notion, Confluence

EXPERIENCE

ZYTUS Inc (Contract with Texas Health & Human Services Commission) Oct 2025 - Present

Senior Product Designer *Austin, TX*

- Leading UX design for the Texas Eligibility Determination System (TEDS) modernization, redesigning legacy TIERS-based AI-enabled case management workflows for SNAP, Medicaid, and TANF programs serving 10K+ internal users statewide.
- Designing AI-assisted OCR document intake and data extraction experiences within TEDS, reducing manual effort by 35% and improving processing accuracy.
- Converting finalized UX designs into Angular-ready UI specifications and building reusable design system components across 8+ enterprise modules, accelerating feature delivery by 30%.
- Improving task success rates by 28% through usability testing, workflow simplification, and close collaboration with Angular engineering teams and HHSC business analysts.
- Leading the end-to-end redesign of Community Care Services Eligibility (CCSE), transforming a SharePoint-based process into a standalone enterprise web application by reimagining intake, document review, eligibility, and task action workflows.
- Designed structured queue management systems including Global Queue, Personal Queue, and Team Queue, improving workflow visibility and streamlining task routing, reassignment, and case processing for HHSC operational teams.

RADcube LLC Jun 2025 - Oct 2025

Senior Product Designer *Carmel, IN*

- Led end-to-end UX for AI-powered enterprise platforms OSMe Buddy healthcare chatbot, OCR Dashboard, Purdue IGA Portal, AI Readiness Assessment, Inmate Monitoring System, and IndyGov AI Chatbot across web surfaces.
- Designed the OSMe Buddy conversational AI experience (in collaboration with CQL Collaborative), including guided health journeys, anonymous chat, health score assessments, and hotline support, improving user engagement and accessibility by 35%.
- Designed intelligent OCR dashboards and identity governance (IGA) workflows for Purdue University covering access management, approvals, and user lifecycle reducing manual processing effort by 30%.
- Translated LLM, OCR, and intelligent automation capabilities into scalable enterprise workflows, reducing design iteration cycles by 20% and improving stakeholder alignment through usability testing and collaborative workshops.
- Built reusable React-ready design system components and dynamic internal project tracking dashboards, accelerating engineering handoff by 25%.

Saffron Valley Jan 2025 - Apr 2025

Senior UI/UX Designer *South Jordan, UT*

- Led end-to-end redesign of restaurant and culinary institute platform online ordering, program enrollment, donations, events, and volunteer flows improving task success rate by 40%.
- Conducted moderated usability testing and interviews with 25+ participants; created 50+ wireframes and interactive Figma prototypes

alongside a reusable design system that increased user engagement by 35%.

- Documented interaction patterns and accessibility standards to support implementation and handoff, reducing developer clarification requests and accelerating build time on new features.

Indiana University Indianapolis

Aug 2023 - May 2025

Research Assistant

Indianapolis, IN

- Designed gamified web and mobile experiences and AR/VR storytelling concepts for the Indiana Avenue History Project, improving user engagement and accessibility by 35%.
- Built mobile-responsive nonprofit websites, including Opening Village Doors on Wix, using HTML, CSS, and JavaScript while improving accessibility through WCAG-compliant digital documents and structured communication standards.
- Contributed to the SAVI Web Stats Reporting Dashboard for the Polis Center, improving data accessibility for community users.

Edvoy Technologies Private Limited

Sep 2022 - Jun 2023

Product Designer

India

- Redesigned core web and mobile flows for global education-tech platform; user engagement rose from 30% to 85% based on Hotjar/Google Analytics behavior analysis and A/B testing.
- Introduced AI-assisted course recommendations personalizing discovery by student priorities, eligibility, and university acceptance probability; designed standalone mobile app for course search, profile, and application tracking.
- Created 200+ wireframes, responsive interfaces, and interactive Figma prototypes; designed branding, posters, and event creatives that improved social media visibility and student outreach.

MResult Services

Jul 2021 - Aug 2022

UI Designer

India

- Designed enterprise analytics dashboards for pharmaceutical clients including Pfizer and Amgen, improving information hierarchy, usability, and workflow efficiency while increasing retention and task completion rates by 25%.
- Designed customer engagement features including promo code workflows for retail client; created reusable UI component libraries that cut design time and process inefficiencies by up to 30%.

Fintuple Technologies

Aug 2020 - Jul 2021

UI/UX Designer

India

- Designed wireframes, user flows, and interactive prototypes that translated complex financial datasets into intuitive, responsive web and mobile experiences; built design systems and HTML prototypes for cross-product consistency.
- Conducted usability testing and stakeholder workshops to simplify complex investment workflows, improving usability and user satisfaction across fintech products.

PROJECTS

Mobility and Logistics Optimization for Food Pantry

Aug 2024 - May 2025

Indiana University Indianapolis

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

Jan 2024 - May 2024

Indiana University Indianapolis

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%.

EDUCATION

Indiana University Indianapolis

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

AWARDS

- **2nd Place – Data Visualization Competition:** Indiana University Indianapolis, 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.