



Hello Hiring Manager,

Results-driven Senior UX/Product Designer with over 9 years of experience crafting user-centered and business-aligned digital solutions. Specializes in B2B SaaS platforms, responsive web applications, and design systems. Demonstrated ability to lead design initiatives, conduct end-to-end UX processes, and collaborate cross-functionally for successful product delivery.

LINKED IN

<https://www.linkedin.com/in/beingjustcreative/>

PORTFOLIO:

suryadashdesign.com

EXPERIENCE Total years of experience - 12+ years

AULA (Singularis Futures) | JAN 2024 - PRESENT

- Spearheaded the responsive design of the entire AULA B2B SaaS app
- Designed and maintained the design system for AULA UI Core built on Material UI 6.
- Collaborated closely with Customer Success Team presenting design to stakeholders and users and gather their feedbacks and insights.

VEARC (Long Arc Company) | APR 2023 - APRIL 2024

- Contributed and collaborated with other designers to build out the design system.
- Developed an invoicing module for Metafield (B2B SaaS application) for customers to invoice their customers on the work done by the field engineer.
- Designed an improved notification management system for Metafield.

VIMAAN.AI | AUG 2021 - FEB 2023

- Gathering user feedback through surveys.
- Designed a B2B dashboard app to help warehouse owners track inventory and improve efficiency and accuracy across warehouse.
- Worked closely with product managers and the development team for successful design implementation

ASCENDUM | SEP 2018 - AUG 2021

- Designed end-to-end solutions for a B2B custom SaaS-based procurement portal.
- Conducted user testing and collaborated with developers for design implementation.

HCL TECH (Intuit) | APR 2015 - JUN 2017

- Worked at Intuit on their Quickbooks desktop app on Invoicing for US customers.
- Other projects include Dashboard for Seagate cloud storage.
- In-car infotainment for Panasonic Europe.
- Dashboard for Johnson and Johnson IOT Devices.

ACHIEVEMENTS

- Won Employee of the month for designing the procurement B2B SaaS platform at Ascendum
- Won 100+ Design contest on crowdsourcing platforms.

EDUCATION

- B.Tech in Electrical and Electronics Engineering
- Google UX Certification
- Microsoft UX Certification
- Infosys Design Thinking Certification

SKILLS

- | | |
|----------------------------|---------------------|
| • User Research | • Responsive Design |
| • Journey Mapping | • Design Systems |
| • Personas | • Gamification |
| • Storyboarding | • Team Building |
| • Affinity Diagrams | • Art Direction |
| • Empathy Mapping | • Typography |
| • Information Architecture | • Illustration |
| • Competitor Analysis | • Branding |
| • Prototyping | • Iconography |
| • User Interface Design | • Front-end Basics: |
| • Usability Testing | • HTML |
| | • CSS |

SOFTWARES

- | | |
|---------------------|--------------|
| • Figma | • Maze |
| • Adobe Illustrator | • Jira |
| • Adobe Photoshop | • Notion |
| • Adobe Premier Pro | • Hotjar |
| • Balsamiq | • Full Story |
| • Miro | • Sketch |