

JAGANATHAN E

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PROFESSIONAL SUMMARY

Strategic UX Design Leader and Certified Usability Analyst (CUA-HFI) with over 16 years of experience at the intersection of human-centred strategy, DesignOps, and AI-driven efficiency. Proven track record of scaling high-maturity design teams and delivering 20+ rapid POCs/MVPs that secured strategic partnerships with Fortune 500 accounts (Microsoft, HP, Costco, NetApp). Specialised in AI-accelerated workflows that reduce design debt by up to 40% and developer handoff times by 50%. Architected the core operational toolset for LYNK that directly enabled its acquisition by Swiggy to scale hyperlocal logistics.

CORE COMPETENCIES & SKILLS

- **Design Leadership & Strategy:** Product-Led Growth, DesignOps, AI-First Strategy, Stakeholder Alignment, Project Budgeting, Resource Allocation, Team Mentorship
- **UX Methodologies:** User Research, Usability Testing, Lean UX, MUI Migration, Enterprise Design Systems, Cross-Device Consistency, Developer Handoff Optimisation
- **AI & Design Tools:** UXpilot, Wireframe.io, FigJam AI, ChatGPT, Gemini, Claude, Figma, Sketch, Adobe XD, Miro, Framer
- **Analytics & Management:** Google Analytics, Hotjar, UserTesting, Jira, Confluence, Notion, Slack, Microsoft Teams
- **Domain Expertise:** Hyperlocal Logistics, FMCG (B2B/B2C), Enterprise SaaS, Fintech, HRTech, eCommerce, AR/VR

PROFESSIONAL EXPERIENCE

REVEL DESIGN STUDIO (An Infogain Company) | Bangalore, India

Design Manager | Jan 2024 – Present

- **AI Workflow Optimisation:** Revolutionised the design lifecycle by integrating Wireframe.io and UXpilot AI, cutting end-to-end UX workflows by 30–40%.
- **Business Growth & Revenue:** Spearheaded 20+ rapid AI-first POCs and MVPs, directly contributing to multi-million-dollar account wins with Fortune 500 clients, including Microsoft, HP, Costco, and NetApp.
- **Design System Automation:** Leveraged Claude AI to architect and automate enterprise design system documentation, achieving 100% brand and structural consistency across global workstreams.
- **Enterprise Platform Migration:** Leading the MUI migration for the Charitable Impact platform, establishing a cross-device unified ecosystem and accelerating developer handoff by 50%.
- **Design Operations & Budgeting:** Oversee end-to-end "Design Business" operations, including project budgeting, scope definition, and strategic resource allocation across high-stakes enterprise accounts.

XPRESSBEES | Bangalore, India

Lead UX Designer | Jan 2023 – Dec 2023

- **Platform Revamp:** Directed the end-to-end redesign of enterprise web and mobile logistics platforms, leveraging user research to modernise complex logistics operations.
- **Department Foundation:** Built the internal design department from the ground up; led recruitment, onboarding, and professional mentorship.
- **Design Systems & Scalability:** Built a comprehensive Design System and long-term UX Strategy to ensure continuous product scalability across multiple logistics sub-systems.

LYNK (Acquired by Swiggy) | Chennai, India

Lead Product Designer | Nov 2019 – Dec 2022

- **Strategic Acquisition Impact:** Architected end-to-end operational tools (Inventory Management, Routing, Warehouse Fulfilment), establishing the technical foundation that drove Swiggy's acquisition of LYNK for Swiggy Instamart.
- **Logistics & Routing Optimisation:** Designed data-dense routing tools and inventory management interfaces, significantly improving driver efficiency and minimising fulfilment errors in a high-velocity environment.
- **Data-Driven App Overhaul:** Analysed Google Analytics and conducted field studies with delivery partners, executing an app revamp that measurably increased delivery success rates.
- **Team Leadership:** Mentored and managed a team of 3 product designers, overseeing design execution from early internal tools through post-acquisition integration into Swiggy's ecosystem.

COVIAM | Bangalore, India

Senior UX Designer | Dec 2016 – May 2019

- Led end-to-end UX architecture for the PeopleHum HRMS platform.
- Introduced lean UX methodologies, usability testing protocols, and design research practices into product development cycles.

ENTOMO | Bangalore, India

UX Designer | Jan 2016 – Dec 2016

- Led UX initiatives for the Entomo KPI platform, establishing company-wide design research practices and the foundations of the design system.

EARLIER PROFESSIONAL EXPERIENCE

Organization	Role	Tenure
BankBazaar	UX Designer ▾	2014 – 2016
HCL	UI Designer ▾	2013 – 2014

Organization	Role	Tenure
I-Velocity	UI Designer ▾	2011 – 2012
Tejassys	Web Designer ▾	2009 – 2011

MENTORSHIP & COMMUNITY

- **Designerrs Academy:** Design Mentor – Guiding UI/UX design candidates (Jun 2023 – Present)
- **UMO Design School:** Design Mentor – Mentored Team "Hakuna Matata" for DXS22 (Jul 2022 – Aug 2022)

CERTIFICATIONS

- **Certified Usability Analyst (CUA-HFI)** – Human Factors International (ID: 2018-7260)

EDUCATION

- **Master of Arts (M.A.) in Mass Communication & Journalism** | Alagappa University (2021 – 2023)
- **Bachelor of Science (B.Sc.) in Visual Communication** | University of Madras (2006 – 2009)

LANGUAGES

- **English:** Professional Working Proficiency
- **Tamil:** Native / Bilingual Proficiency