

Gopi Kuppuswamy | Lead UI/UX Designer

Chennai, India | +91 - 893 929 5220 | gopi2designer@gmail.com | Portfolio: <http://gopi2designer.in.net>



SUMMARY

Seasoned **UI/UX Design Lead with 18+ years** of experience, including **12+ years in agile environments**, specializing in designing intuitive, scalable solutions for **enterprise and consumer products across iPaaS, SaaS, B2B, B2C, AI, AI Voice platforms, AI Transcript, and Tag & LLM-driven ecosystems**.

I excel in **translating complex requirements into simple, user-centric experiences** through strong expertise in **user research, information architecture, wireframing, prototyping, and end-to-end design documentation**.

A collaborative design leader, I work closely with **cross-functional teams** to align design strategy with business goals, ensure usability, and maintain consistency through **WCAG-compliant accessible design**.

With a proven track record of **simplifying complex workflows**, improving product adoption, and driving measurable outcomes—including a **40% increase in user engagement**—I have successfully **led and mentored high-performing design teams** to deliver impact digital experiences.

PROFESSIONAL EXPERIENCE

Senior UX/UI Consultant

Toku pte ltd, Singapore (Mind Made) | Remote | 2025 - Till

- **Requirement Gathering:** In the role of UX Consultant, I was tasked with managing my team to deliver a research based, contact center service to support those in acute Contact center difficulty & undermine the poverty cycle.
- **Workflow Optimization:** Problem validation through market analysis and conducting long form first person qualitative interviews of target users, integrated with an academic literature review.
- **Admin Dashboard Design:** Creating real-time, visual dashboards that monitor key metrics like call volume, agent performance, and wait times
- **Omnichannel Integration:** Designing a single interface for managing interactions across multiple channels (voice, email, WhatsApp, chat).
- **Prototyping:** Crafted interactive prototypes & high-fidelity wireframes; invited collaborative teams to play and ask questions to craft interactive design solutions.
- **Design Thinking:** Synthesized design thinking principles and human behavior psychology to redesign a platform that is intuitive and easy-to-follow for the customer.

UX Consultant (Contract)

Adeptia | Noida | 2024 - 2024

- **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.

UX Architect

QAssure Technologies | Chennai | 2022 - 2024

- 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.
- Executed 4+ individual end-to-end design tasks, from research to launch.
- Optimized design processes, cutting design cycle time by 50%.
- 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.

UX Consultant

Self Designer | Chennai | 2021 - 2021

- 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

Lead UX Architect

t_steps Technologies | Chennai | 2019 - 2021

- Responsible for Tscout and Tspring HRMS recruiting 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.
- Led 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.

Sr UX Analyst

VMware | Bangalore | 2018 - 2019

- 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.
- Executed individual end-to-end design tasks and led a team of 7 UX designers.
- Established a zero-coding method, reducing development time by 30%.
- Coached design thinking for colleagues, fostering collaboration and innovation.

Sr. UX Designer

Eutech Cybertech | Chennai | 2016 - 2017

- 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.
- Executed individual end-to-end design tasks and led a team of 7 UX designers.
- Coached design thinking for colleagues, fostering collaboration and innovation.

Lead UI/UX Designer

Wells Fargo | Bangalore | 2015 - 2016

- 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

Lead UI/UX Designer

People Tech | Hyderabad | 2014 - 2015

- 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.

Lead UI/UX Designer

WIN IT Software | Hyderabad | 2014 - 2014

- Directed WIN IT design team to build the SaaS & web based products.
- Guided 2 interaction designer, 2 UX designer and UI Engineers.

Lead UI/UX Designer

Zylog Systems Ltd | Chennai | 2004 - 2014

- 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).

EDUCATION

Bachelor of Fine Arts (B.F.A)

Bharathidasan University

CERTIFICATIONS

Certified Usability Analyst (CUA)

Human Factors International - (HFI)

Visual Design: The Ultimate Guide

Interaction Design Foundation - (IDF)

Dip in Multimedia

Verbatim Computer Center

SKILLS

Agile Methodology

Design Strategy

Design Workshops

SaaS, iPaaS

Product Development

Customer Journey Map,

User Research

Design Thinking

Information Architecture

Rapid Prototyping

Wireframing

Usability Testing

Collaboration

Stakeholder Management

Adaptability

Tools

Figma

Adobe Creative Suite

Miro

Framer

Sketch

Axure RP

Balsamiq

AI Tools

Banani AI

Emergent

UX Poilt

<http://gopi2designer.in.net> - +91 8939295220