**SATHIYANATHAN RAJARATHINAM**

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**SUMMARY**

Highly skilled and seasoned Senior UX Designer with over 15+ years of experience in crafting intuitive and engaging digital experiences. Proficient in conducting user research, developing information architecture, and designing interactive interfaces across various platforms. Adept at leading cross-functional teams, collaborating with stakeholders, and advocating for user-centered design principles. Proven track record of delivering impactful solutions that enhance user satisfaction and drive business results. Passionate individual and team player with proven ability to work with multiple teams to ensure delivery of quality product to the end user. Excellent communication skills with strong analytical and problem-solving skills using design thinking methodologies.

**CERTIFICATIONS**

**LinkedIn Certifications**

* Design Thinking – Customer Experience
* Design Thinking – Understanding the process
* Accessibility – UX Foundations Accessibility
* Accessibility – Digital Accessibility for modern workspace

**Multimedia Certifications**

* Advanced Diploma in Multimedia (ADIM), Arena Multimedia, Chennai, India. (Apr 2000 – Nov 2001)

**PROFESSIONAL EXPERIENCE**

**Tata Consultancy Services (Client – Best Buy), Seattle, USA  
Senior Experience Designer (2019-Present)**

* Collaborated with cross-functional teams including product owners, developers, and other designers to align on project goals and deliver cohesive solutions. Communicating design concepts and rationale effectively to stakeholders.
* Seasoned in **Figma** and related design and prototyping software, adept at constructing and maintaining well-organized design files for seamless sharing and comprehension.
* Ensuring that digital products are accessible to users of all abilities, including those with disabilities. Implementing accessibility standards and conducting audits to identify and address accessibility barriers.
* Establishing and maintaining design systems to ensure consistency and scalability across digital products. Documenting design patterns, components, and guidelines to streamline the design and development process.
* Creating interactive prototypes to validate design concepts and gather feedback from users. Iterating on designs based on user testing results and stakeholder feedback to continuously improve the user experience.
* Staying updated on industry trends, best practices, and emerging technologies in UX design. Participating in workshops, conferences, and online courses to expand skills and knowledge.
* Providing leadership and mentorship to junior designers, guiding them in developing their skills and advancing their careers. Leading design initiatives and advocating for user-centered design principles within the organization.
* Partnered closely with Product, UX Research, and Engineering teams to elevate personalized experiences, leading to a notable **30% surge** in engagement and app retention**.**
* Top of Form
* Teamed up with Product to conceptualize and implement an end-to-end preference selector experience, fostering highly personalized customer experience in member deals. This initiative contributed to a significant **18% boost in sales**.
* Collaborated with cross functional teams and designed end-to-end Customer Account Completion experience, resulting in an exceptional **80% completion rate** and **over 1 million account completions** within a rapid **36-day timefram**e.
* Designed and implemented a user-centric Help Center experience within the Best Buy App, resulting in a significant **33% surge** in engagement and a notable **20% reduction** in BBCC calls.

**Experience Designer (2016-2019)**

* Top of Form
* Collaborated closely with Product and UX teams to design comprehensive home app experiences
* Collaborated with stakeholders and developed branding designs for the Best Buy Offshore Development Center located at the TCS Chennai Office.
* Collaborated with cross-functional teams, including product owners and developers, to redesign the intranet portal, enhancing its user-friendliness and overall usability

**Zanec Soft Tech Pvt Ltd (Chennai, India)  
Lead Web Designer (2013 - 2016)**

* Collaborated closely with stakeholders to gather requirements, then crafted user flows, wireframes, and visually compelling designs for both mobile and web applications.
* Design and front-end development of mobile and web applications using HTML and CSS.

**Tech Mahindra Pvt Ltd (Chennai, India)  
Graphic Designer (2007 - 2013)**

* Collaborated closely with stakeholders to gather requirements, then crafted user flows, wireframes, and visually compelling designs for state bank of India website.
* Transformed storyboards into engaging e-learning courses through the creation of Flash animations.

**EDUCATION**

**Master of Arts in Public Administrations (M.A.),** Annamalai University, India 2002 – 2004

**Diploma in Civil Engineering (D.C.E.),** Sri Nallalaghu Polytechnic, India1996 - 1998

**CORE SKILLS**

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| --- | --- | --- |
| * Experience Strategy | * User Research and Testing | * Usability Study |
| * Interaction Design | * Visual Design | * Accessibility |
| * Figma * Adobe Creative Cloud | * Miro | * Jira |