



# SATHYA NARAYANAN

Senior UX Lead | Product Designer | Design Strategy | Design Systems | User Research  
[HEI Certified Usability Analyst \(CUA\)](#)

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Chennai

## Summary

Strategic UX leader with 9 years of experience driving design transformation across enterprise, SaaS, and manufacturing ecosystems. Proven expertise in modernising legacy workflows, building scalable design systems, and mentoring global design teams. I bridge user needs and business strategy to deliver measurable impact – improving adoption, streamlining operations, and elevating design maturity across organisations.

## Key Achievements

- Transformed legacy manufacturing workflows for JSW Steel, improving usability and operational efficiency across multiple user groups.
- Built and scaled a unified design system across three geographies, improving design consistency and delivery speed by 40%.
- Created end-to-end design solutions that aligned UX outcomes with measurable business metrics, driving long-term client adoption.

## Work Experience

### Senior UX Lead | Infovision | Aug 2021 to July 2025 | 3 yrs 11 months

- Led and mentored a globally distributed UX team of 5 members across the US, Italy, and India, driving a unified design vision that improved consistency and reduced delivery cycles by 25%.
- Collaborated with Global UX Head and Senior Design Director to align design strategy with business goals, influencing product direction and fostering cross-functional alignment.
- Articulated design value through evidence-based storytelling, aligning user needs with business goals.
- Built trusted client partnerships across Telecom, Manufacturing, and eCommerce by addressing domain-specific challenges with tailored UX & UI solutions, Driving long-term design adoption aligned with business goals.
- Led scalable Design System to ensure visual consistency, streamline workflows, and support product growth.
- Drove accessibility implementation (WCAG 2.1) tailored to real user scenarios—such as high-noise environments or older user groups—ensuring inclusive, user-centric design.
- Integrated AI tools into the design process to streamline research analysis, generate content variants, and explore early-stage UI concepts—reducing turnaround time by 30%.

### Product Designer

#### Siam Computing - Dec 2020 to Aug 2021 | 9 months

- Awarded Best Performer (2020) for driving client success by translating business needs into user-focused solutions and delivering intuitive, high-impact interfaces through structured ideation and design.

### Senior User Experience Designer

#### Comodo Technologies Pvt Ltd - March 2018 to July 2019 | 1 yr 5 months

- Adapted research to business goals by combining interviews, surveys, SUS, and analytics. This mixed-method approach revealed key user pain points and validated patterns, enabling the team to prioritize high-value features. The outcome was a **25% increase in adoption** and **30% faster design cycles** through data-driven decisions.

### Design Consultant

#### Nuo Transmedia Pvt Ltd - Apr 2014 to March 2018 | 4 yrs

- We design and develop small, user-friendly, and engaging mobile applications for both iOS and Android, ensuring a seamless and enjoyable experience for users.

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## Senior Graphic Artist

**Emantras Interactive Technologies Pvt Ltd - Feb 2005 to March 2014 | 9 yrs 2 months**

- Designed engaging eLearning content, interactive animations, and visual assets using Adobe Photoshop, Illustrator, Flash and Articulate Storyline, delivering visually compelling learning experiences.

## Core Skills

**UX Strategy, Ui/Ux, User Research, User Experience Design, User Interface Designing, Visual Design, Product Design, Design Leadership, Design Systems, Accessibility (WCAG 2.1), Stakeholder Management, Design principles, Interaction Design, User Centered Design, Enterprise UX, Design Thinking, Usability Testing, Wireframing, Prototyping, Product Design**

## Tools

Figma, Adobe XD, Photoshop, Illustrator, Html/CSS (basic)

## Education

**Master of Arts – Sociology | May 2003**

Annamalai University