

# Sooraj Mohan Saraswathy

**Product Designer** (10+ years of experience )

## Professional Summary

With over 10 years of experience building digital products for both web and mobile platforms, across healthcare, fintech, aviation, and e-commerce. My approach is practical and user-focused, grounded in research, fast iteration, and clear design thinking to solve real problems.

I have led projects from the ground up and worked closely with product managers and developers to design and deliver meaningful solutions. Whether I'm working solo or with a larger team, I focus on keeping the process structured, the goals clear, and the user experience strong from start to finish.

You can view my portfolio here: <https://soorajms.com/>

## Work Experience

### (2022- Present) UI/UX Design Consultant

- I help clients bring their products to market by evaluating feasibility through market and user research while also assisting in building teams, securing resources, and estimating project timelines and budgets.
- Beyond client work, I take on independent projects where I apply my UI/UX expertise to design and develop prototypes, review existing applications, and optimize components to enhance efficiency and user experience.

### (2019-2022) InArtFactory - Design Head

- I was working on developing an e-commerce platform that provided artisans with direct access to their customers and other stakeholders. This involved extensive user research, market study, and analysis. I also focused on setting quality standards and establishing a network for the various stakeholders involved. Additionally, I was responsible for building teams and securing resources. However, due to unforeseen circumstances including the impact of COVID-19 the project was eventually shelved.

### (2019) Emirates Airlines - Senior Content Manager and UI/UX Designer

- I managed and optimized UI/UX design systems for Emirates, ensuring consistency, scalability, and adherence to brand guidelines. Additionally, I streamlined design specifications for all digital assets, ensuring seamless integration with the design system.
- As part of developing an automated solution to manage and create artwork, I conducted extensive user and market research, then developed a proposal that was successfully implemented. This significantly improved workflow efficiency across all teams involved.
- I was also part of the team responsible for creating wireframes for the Emirates app on both iOS and Android.

### (2016-2017) Emirates Airlines - Sr UI/UX Designer

- Independently managed multiple projects from start to finish, guiding them through the entire product lifecycle, from user research and concept development to wireframing, user testing, and final implementation.
- While working within a team, I played a key role in designing critical components for the internal application used by ticketing agents. To ensure consistency and cohesion, I established design guidelines and worked closely with the team and developers to integrate them effectively.
- Beyond new product development, I also evaluated and refined the UI and UX of an existing application, improving task flows for better efficiency.
- Additionally, I explored new opportunities for innovation, provided design solutions, and supported the marketing team with visual designs for Emirates.com.

### (2015-2016) Designcoz - Lead UI/UX Designer

- As the lead UI/UX designer for multiple healthcare applications, I conducted extensive research on users, competitors, and key stakeholders to inform the design process. This involved building user personas, mapping task flows, and developing user flows to ensure intuitive interactions. I created low-fidelity prototypes for testing and iteration, refining them into high-fidelity designs with detailed design specifications to guide development and maintain consistency

### (2011-2015) Freelance Consultant

- During this period, I was actively pursuing my bachelor's degree while simultaneously managing multiple freelance projects for various clients.

### (2010-2011) Vanilla Networks - UI/UX Designer & Front-end Developer

### (2009 - 2010) Illustris softwares Pvt Ltd - UI/UX Designer & Front-end Developer

## Contact Information

Email: [soorajms.ux@gmail.com](mailto:soorajms.ux@gmail.com)

Portfolio: <https://soorajms.com/>

Phone: +91 9061698368

## Education

### Bachelor of Design

Symbiosis Institute of

Design

Specialised in User Experience

### Diploma in Digital Visual Media

Image Multimedia

Specialised in Web and Graphic design

## Areas of expertise

### UI/UX

- User research
- Market research
- Ideation
- Wireframing
- Prototyping
- Usability testing
- Visual Design
- Design system management

### Tools

- Figma
- Sketch
- Adobe XD
- Photoshop
- Illustrator
- After Effects
- Adobe Premiere
- Invision

### Front end development

- HTML/CSS
- JavaScript