

SHARMA DURAI

Lead Product Designer | AI, Machine Learning, SaaS & Enterprise UX

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PROFESSIONAL SUMMARY

Lead Product Designer with 13 years specializing in AI/ML UX, enterprise SaaS, and intelligent workflow systems. Proven track record of shipping human-in-the-loop interfaces, NLQ dashboards, and generative AI features that drive measurable adoption — including a 35% faster stakeholder analysis and 40% improvement in user task efficiency. Equally strong as a design leader and hands-on executor, with experience aligning cross-functional teams across complex, data-intensive products.

SKILLS

AI & INTELLIGENT SYSTEMS: Human-AI interaction • HITL workflows • Conversational UI • Prompt design • RAG interfaces • Predictive UX • ML system UX • NLQ dashboards • Generative AI state design

DESIGN LEADERSHIP: Cross-functional leadership • Stakeholder alignment • Design mentorship • Product discovery • Agile/Scrum • Design ops • Resource allocation

PRODUCT DESIGN: UX research • Usability testing • Information architecture • Interaction design • User journeys • Service blueprints • Data visualization • Accessibility (WCAG) • A/B testing • Competitive analysis

ENTERPRISE PLATFORMS: B2B SaaS • Analytics dashboards • Design systems • Component libraries • Design tokens • Workflow automation

TOOLS: Figma • Sketch • Adobe XD • Axure • Miro/FigJam • Maze • Hotjar • Jira • Azure DevOps • HTML/CSS • Tailwind CSS

WORK EXPERIENCE

Lead Product Designer | Independent Design Consulting | Chennai | May 2024 - Present

Sole design lead across 5+ enterprise SaaS engagements; open to a senior in-house product role.

- Shaped **product strategy and UX direction** for **5+ B2B SaaS** products — from discovery through delivery — connecting design decisions directly to business outcomes.
 - Cut **stakeholder time-to-insight by ~35%** by embedding **AI-assisted reporting and NLQ interfaces** into enterprise dashboards used for high-stakes operational decisions.
 - Designed **HITL workflows** with real-time **AI state indicators**, giving users visibility into system latency and model confidence — measurably increasing **user trust and feature adoption**.
 - Compressed **design-to-engineering cycle time by ~30%** through a modular, **AI-adaptive Figma component library**, lifting cross-product workflow efficiency by **27%**.
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Lead UI/UX Designer | Sutherland | Chennai | May 2023 - Apr 2024

- Guided a **cross-functional squad of 8+** as senior design lead, coaching junior designers and owning end-to-end **handoff specs for AI-driven features**.
- Overhauled **UX architecture for a high-volume service-request platform** integrating agentic automation — **adopted by 500+ operational users**, cutting manual task overhead.

- Introduced **conversational UI flows**, **RAG-powered search**, and contextual prompt suggestions enabling non-technical users to query complex **enterprise data silos** without support.
 - Brought **task completion time down by 18%** through a full **IA restructure and ML output visualization** overhaul, lowering error rates and support escalations.
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Lead UI/UX Designer | Bahwan CyberTek | Chennai | Nov 2018 - Nov 2022

- Scaled and led a **design function of 12–20 members** — designers and cross-functional contributors — across 20+ concurrent SaaS products, setting quality standards, reviewing deliverables, and keeping stakeholder alignment tight **across finance, logistics, and healthcare** verticals.
 - **Lifted workflow efficiency by 25%** through purpose-built **operational dashboards** that surfaced critical data at the right decision point, narrowing user error and cognitive load.
 - Established a **scalable enterprise design system** — tokens, components, patterns — adopted across multiple product lines, **contributing to a ~20% improvement** in feature adoption rates and measurably reducing onboarding friction for new users.
 - Drove UX improvements across core **user journeys that supported a ~15% increase in user retention** across key SaaS products — evidenced by reduced churn **signals and higher session frequency** reported by product teams.
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Lead UI/UX Designer | Tranzport Inc | Chennai | Aug 2017 - Nov 2018

- Transformed **role-based dashboards for a 200+ user logistics platform**, replacing legacy navigation with task-focused layouts — delivering a **40% efficiency gain** within the first quarter post-launch.
 - Collaborated with engineering and operations to release **real-time supply chain tools** that closed coordination gaps across warehouse and transport workflows.
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Senior UI/UX Designer | Congruent Info-Tech | Chennai | Jan 2016 - Jul 2017

- Mapped **interaction flows, edge cases, and error states** for core enterprise applications, **cutting critical task errors by ~20%**.
 - Conducted **usability testing** with end users, translating behavioral findings into layout improvements that increased **daily task throughput**.
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UI/UX Designer | India Pistons Ltd | Chennai | Aug 2014 - Dec 2015

- Engineered **internal analytics dashboards and asset-tracking interfaces** for manufacturing operations, boosting **reporting efficiency by 25%** and improving floor-team operational visibility.
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Web Designer | idreamdevelopers | Coimbatore | Jun 2010 - Jun 2014

- Crafted and delivered **web and mobile products for 15+ global clients**, shortening frontend **revision cycles by ~30%** through structured handoff processes.
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EDUCATION

Master of Computer Applications (MCA)

K.S.R. College of Arts and Science | Jun 2007 - Apr 2010

Bachelor of Computer Applications (BCA)

Annamalai University | Jun 2003 - Apr 2007