

SHARMA DURAI

Lead UI/UX Designer | Lead Product Designer | Product Strategy, Enterprise UX & Design Systems

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PROFESSIONAL SUMMARY

Lead UI/UX Designer and Lead Product Designer with 13+ years of experience shaping enterprise and SaaS products across finance, logistics, healthcare, and manufacturing. I work across product discovery, UX strategy, interaction design, visual design, and design systems, focusing on simplifying complex workflows and creating scalable digital experiences.

I've led design teams and initiatives across multiple products, partnering with product, engineering, business, and operations teams from early discovery through delivery. My recent work also includes AI-enabled workflows, intelligent dashboards, and human-in-the-loop experiences.

SKILLS

PRODUCT & DESIGN LEADERSHIP: Product Strategy • Product Discovery • Design Direction • Cross-functional Leadership • Team Management • People Leadership • Stakeholder Alignment • Design Mentorship • Design Reviews • Design Operations • Resource Allocation

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

ENTERPRISE & SAAS: B2B SaaS • Enterprise applications • Complex workflows • Operational dashboards • Analytics products • Workflow automation • Design systems • Design tokens • Component libraries

AI & EMERGING EXPERIENCES: AI-assisted workflows • Human-in-the-loop experiences • Conversational UI • NLQ interfaces • AI state design • RAG-powered experiences

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

WORK EXPERIENCE

Lead Product Designer | Independent Consultant | Chennai • Remote • Global Clients | May 2024 - Present

Partnering with B2B SaaS teams on product discovery, UX strategy, design systems, and end-to-end product delivery.

- Shaped product strategy and UX direction for 5+ B2B SaaS products from discovery through delivery.
- Reduced stakeholder time-to-insight by approximately 35% through AI-assisted reporting and NLQ interfaces.
- Created human-in-the-loop workflows with real-time AI states and confidence indicators to improve transparency and user trust.
- Developed a modular Figma component library that reduced design-to-engineering cycle time by approximately 30%.
- Improved cross-product workflow efficiency by 27% through reusable design patterns and a modular component approach.

Lead UI/UX Designer | Sutherland | Chennai | May 2023 - Apr 2024

- Led a cross-functional squad of 8+, providing design direction, mentoring, stakeholder alignment, and end-to-end handoff support.
- Restructured the UX architecture of a high-volume service-request platform with agentic automation, adopted by 500+ operational users.
- Introduced conversational UI, RAG-powered search, and contextual prompt experiences for complex enterprise data.
- Reworked information architecture and ML output visualization, reducing task completion time by 18% and lowering error rates and support escalations.

Lead UI/UX Designer | Bahwan CyberTek | Chennai | Nov 2018 - Nov 2022

- Led a design function of 12–20 designers and cross-functional contributors across 20+ SaaS products.
- Set design quality standards and maintained stakeholder alignment across finance, logistics, and healthcare products.
- Created operational dashboards that improved workflow efficiency by 25%.
- Established a scalable enterprise design system covering tokens, components, and reusable patterns across multiple product lines, contributing to approximately 20% improvement in feature adoption.
- Improved key product journeys, contributing to approximately 15% higher user retention.

Lead UI/UX Designer | Tranzport Inc | Chennai | Aug 2017 - Nov 2018

- Redesigned role-based dashboards for a 200+ user logistics platform, delivering a 40% efficiency gain within the first quarter after launch.
- Collaborated with engineering and operations teams on real-time supply-chain tools supporting warehouse and transportation workflows.

Senior UI/UX Designer | Congruent Info-Tech | Chennai | Jan 2016 - Jul 2017

- Defined interaction flows, edge cases, and error states for core enterprise applications, reducing critical task errors by approximately 20%.
- Conducted usability testing with end users and translated findings into interface improvements that increased daily task throughput.

UI/UX Designer | India Pistons Ltd | Chennai | Aug 2014 - Dec 2015

- Created internal analytics dashboards and asset-tracking interfaces for manufacturing operations.
- Improved reporting efficiency by 25% and increased operational visibility for floor teams.

Web Designer | idreamdevelopers | Coimbatore | Jun 2010 - Jun 2014

- Delivered web and mobile products for 15+ global clients.
- Improved frontend revision cycles by approximately 30% through structured handoff processes.

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