

PRODUCT DESIGNER

SURUTHI THAARANI RAJENDRAN

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[in LinkedIn](#) | [Behance](#) | [Dribbble](#)

Bangalore, IN

EXPERIENCE

Freelance Design Consultant | [Squaircle](#)

Dec 2017 - Present

Bangalore, KA, IN

- Delivered scalable design systems and user-centric solutions for clients in SaaS, FinTech, and e-commerce domains.

Notable Projects :

- 2025 : Redesigned **Fanatiqa**, a QA automation tool, and designed a high-fidelity chatbot prototype for **Smaato** (Watcho OTT platform) to help Zimetrics pitch it to their client. (Client: [Zimetrics](#) via [Squaircle](#))
- 2024 : Spearheaded the redesign of [Eeki Foods](#)' mobile app, creating a **scalable design system** that resulted in a **30% increase in user retention** and a **70% improvement in user experience**. (Client : [Wireone Labs Pvt. Ltd.](#))
- 2018 : Collaborated with startups to create branding and UI solutions, driving business growth. (Tools : Figma, Adobe XD, Sketch, InVision & Zeplin)
- 2017 : Led UX for a Pet-on-Demand app, enhancing user satisfaction and engagement. (Client : [Unleash](#))

Lead UX/UI Designer | [Divisions Maintenance Group](#)

June 2021 - Dec 2023

Cincinnati, OH, USA (Remote)

- Led UI/UX design for DMG PRO (Figma), optimizing interfaces for Operational Coordinators (OCs) and Providers, improving **task efficiency by 40%** and **user satisfaction by 85%**.
- Reported directly to VP of Product** : Designed and maintained a **scalable design system** across multiple products, **reducing design issues by 20%** and enabling the **company to scale to 65+ services**, while ensuring consistency and collaborating with the VP of Product and Design System Manager.
- Designed **UX/UI solutions** for managing property maintenance contracts with **Amazon & Walmart**, enhancing operational efficiency in job assignments, proposals, and invoicing.
- Optimized DMG PRO's ticket management and job assignments process**, enabling **16,000+ provider onboardings** and **1.1M+ service cases**.
- Contributed to **\$433 million in revenue** (a **39% increase YoY**) by leading end-to-end design projects and aligning workflows for a seamless, user-centric experience.

Sr. UI/UX Designer | [GoPayments](#)

July 2020 - June 2021

Mumbai, MH, IN

- Designed and launched **Spend Management** web and mobile apps, reducing processing time by 30% and improving spending accuracy with a **maker-checker flow**. (Tools : Figma)

UI/UX Designer | [Signzy Technologies](#)

June 2019 - Mar 2020

Bangalore, KA, IN

- Designed **desktop and mobile websites** for the eDobby contracting app, boosting **contract management** efficiency by 35% and user engagement through **design thinking** (Tools : Adobe XD)

UI/UX Designer | [Qvady \(Oga Fit\)](#)

Sep 2018 - June 2019

Bangalore, KA, IN

- Managed **UI/UX for the Fitwell Xbox** app along with companion mobile app, and **analytics dashboard**, while collaborating with the CEO to create pitch decks (Tools : Sketch & Zeplin)

Associate Product Manager | [Feedooy Technologies Pvt. Ltd.](#)

May 2016 - Feb 2017

Bangalore, KA, IN

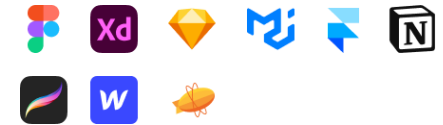
- Launched a product redesign (**Sketch**) in 4 months and increased user satisfaction by 20%

SKILLS

User Experience (UX) | User Interface (UI) | Responsive design | Design Systems | Usability testing | User Research | Prototyping | Wireframing | Product Design | Agile | UXR | Interaction Design | Motion Design

TOOLS

Figma | Sketch | XD | Adobe Suite | Procreate | Framer | Notion | Trello | Jira



EDUCATION

Madras University

2014 - 2016 | Chennai, TN

MBA Finance Management - MOP

Vaishnav College for Women

Anna University

2010 - 2014 | Chennai, TN

BE EEE - Valliammai Engineering College

MENTORSHIP

- Mentoring junior designers at Wireone Labs**, assisting with design optimizations in Figma and enhancing design handoff processes.
- Providing guidance to other junior designers** in my free time, offering feedback on portfolios and resumes, and supporting them in their job search.

CERTIFICATIONS

Design Thinking Certification course from the **IDF** (Interaction Design Foundation).

LANGUAGE

English & Tamil - Professional Proficiency

Hindi & Korean - Intermediate Proficiency