

# Aditya Surendranath

UX Designer with 4+ years of experience in user-centered design

Available to start immediately

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Seattle, WA

## PROFESSIONAL EXPERIENCE

### Knowbility, Austin, TX – UX Designer (Project Lead - Volunteer)

JANUARY 2024 - PRESENT (Remote)

- **Design Systems & Accessibility:** Led the research and design of an AI tool to enhance WCAG accessibility standards in design systems and component design, achieving a 40% reduction in a11y issues.
- **Cross-functional Collaboration:** Partnered with 5 design leads and senior stakeholders from Tesla, Visa, and Intuit to refine internal web accessibility compliance, resulting in a notable 25% improvement in component accessibility in test data across multiple platforms.
- **Prototyping & Journey Mapping:** Developed personas and delivered detailed design solutions through wireframes, high-fidelity mockups, prototypes, and user journeys, based on data-driven insights.

### Argodesign, Austin, TX – UX Designer (Intern)

JUNE 2023 - AUGUST 2023

- **Design Systems & Component Design:** Designed and implemented the enterprise design system architecture for New York Life using Figma, Zeroheight, and Storybook, optimizing cascading libraries and driving a 30% increase in adoption across 15+ platforms.
- **User Flows & Journey Mapping:** Designed B2B and B2C user flows and customer journey maps for internal and external stakeholders, delivering 25+ mockups and prototypes for a digital platform.

### UT Austin, TX – Learning Experience Designer (TA), Liberal Arts

SEPTEMBER 2022 - MAY 2024

- **Research & Usability:** Conducted research and designed interactive e-learning modules for 4 virtual and instructor-led undergrad courses applying usability principles to boost student engagement by 30%.
- **Visual Design & Conceptual Modeling:** Developed detailed design patterns and conceptual models to enrich the educational experience and facilitate effective learning outcomes.
- **Usability Testing & Iteration:** Conducted rigorous usability testing on instructional modules, gathering feedback and iterating designs to enhance UX and ensure effective student engagement.

### Uniworks Designs, India – Designer

OCTOBER 2020 - JUNE 2021

- **Stakeholder Management:** Managed eight client projects from initial concept to delivery, employing effective project management and design practices to achieve a 40% increase in client satisfaction.
- **Research-Driven Design Solutions:** Designed modular workplace solutions based on in-depth user research and multiple rounds of usability testing, resulting in a notable 30% improvement in business productivity in the workplace.

### BuildNext, India – Product Designer (VR)

JUNE 2018 - AUGUST 2018

- **3D Prototyping & VR Integration:** Designed and prototyped models for a client management platform, to enhance user engagement.

## ACADEMIC BACKGROUND

### MS, Information Science (UX)

AUGUST 2022 - MAY 2024

The University of Texas at Austin, TX

### Google UX Professional Certificate

JUNE 2022 - DEC 2022

Google Career Certificates

### Bachelor of Architecture

JULY 2014 - MAY 2020

School of Planning and Architecture, Delhi

## AWARDS & ACHIEVEMENTS

### Nominated Member, WCAG WG:

World Wide Web Consortium - Web Accessibility Initiative (W3C-WAI), 2024

### 1st Runner-up, UXPA Designathon:

Generative AI in Digital Products, 2023

### National Rank 2 (India), Game Design:

National Institute of Design DAT, 2022

## VOLUNTEERING

### Contributor, WCAG W3C-WAI

Developing WCAG 2.2 standards alongside leading accessibility experts, 2024

### Session Moderator, AccessU 2023

Moderated four sessions at the annual accessibility conference in Austin, TX, 2023

### Accessibility Consultant, Design Code

Universal Design Code for Kuwait, Vision 2035 for Persons with Disability, 2019

## CORE SKILLS

**UX/UI:** Wireframing, Prototyping, B2B & B2C UX, Mockups, User Interface Design, User Research Methods, Usability Testing, Visual Design, Accessibility (WCAG, WAVE, WAI-ARIA), Design Systems (Component Design & Toolkit Architecture), Customer Journey Mapping, Information Architecture

**Platforms & Tools:** Figma, Sketch, Adobe Creative Suite, Adobe XD, Hotjar, Jira, Miro, Photoshop, Zeplin, Zeroheight, WCAG, WAI-ARIA, Unity, SharePoint, Mural

**Front-End:** HTML, CSS, Javascript