

ANGURAJ R

Chennai, India

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SUMMARY

Product Designer with 4+ years of experience designing enterprise SaaS products and solving complex workflows through user-centered and data-informed design. Skilled in translating business goals into scalable product solutions using user research, journey mapping, and interaction design.

Experienced in driving design decisions through user insights, behavioral analysis, and cross-functional collaboration with product and engineering teams. Proven ability to improve usability, streamline workflows, and build scalable design systems that align with product strategy and business outcomes.

EXPERIENCE

Zoho Corporation

UI/UX Designer (Product & Visual Designer)

Oct 2023 - Present

Chennai, India

- Led the development and scaling of a modular design system, ensuring consistency across multiple enterprise products.
- Leveraged AI-assisted design workflows to accelerate design iteration, improve design-to-development velocity, and enable scalable component generation across teams.
- Led UI design for enterprise ITSM products (Log360, ADManager), improving visual consistency and usability across complex, data-heavy workflows.
- Created wireframes, user flows, and interaction models, translating complex requirements into intuitive and scalable user experiences.
- Improved usability by identifying user pain points and iterating on interaction patterns, contributing to a 90% increase in user satisfaction.
- Designed data-driven dashboards by structuring information hierarchy and improving data comprehension for real-time decision-making.
- Simplified complex enterprise workflows by mapping user journeys and optimizing information architecture to improve task efficiency.
- Standardized and scaled UI components using Figma variants and auto layout, improving design consistency and team efficiency.
- Led cross-functional collaboration with engineers and product teams to ensure high-quality UI implementation and maintain design consistency across releases.
- Improved feature adoption by optimizing user flows and aligning interaction patterns with user behavior and product goals.
- Conducted usability analysis and user behavior evaluation, leveraging research insights and benchmarking to inform data-driven design decisions and improve product experience.
- Translated business requirements into user-centric design solutions, creating structured user flows, interaction models, and scalable UX frameworks.
- Contributed to product design decisions by aligning user insights, business goals, and usability improvements across key enterprise workflows.
- Collaborated with product managers and engineers to influence design direction, ensuring alignment between user needs, technical feasibility, and business objectives.
- Led discovery and usability research initiatives with cross-functional stakeholders, translating user insights into product requirements and influencing feature prioritization for enterprise SaaS workflows.
- Partnered with product managers and engineering teams to evaluate design trade-offs, define scalable solutions, and drive end-to-end feature delivery from concept through launch.

Roofandfloor.com (The Hindu group)

SENIOR UI/UX DESIGN ASSOCIATE

Oct 2022 - Sep 2023

Chennai, India

- Designed visually engaging web and mobile interfaces with strong emphasis on layout, spacing, and visual consistency.
- Delivered high-fidelity UI designs with attention to detail, ensuring clean visuals and intuitive user interactions.
- Designed high-impact visual creatives for digital campaigns, improving engagement and maintaining strong brand consistency.
- Applied motion design and micro-interactions to enhance user engagement and improve overall visual experience.
- Translated user journeys into visually clear and intuitive interface designs that improved overall user experience.
- Actively mentored junior designers, sharing expertise in advanced design tools, methodologies, and best practices to cultivate a high-performing and collaborative design team.
- Promoted within 6 months from UI/UX Design Associate to Senior UI/UX Design Associate based on strong performance and contribution to mobile-first design initiatives.

Mar 2022 - Oct 2022

UI/UX Design Associate

- Created 2D and 3D animations for web and social platforms, enhancing visual storytelling and engagement.
- Designed visually rich website interfaces, improving overall UI quality and user experience.
- Designed banner ads and creatives for digital campaigns, increasing brand visibility and engagement.

- Used analytics insights to identify UX issues and implement improvements, improving user retention and satisfaction.

SKILLS

- **Design & Prototyping:** Figma, Adobe XD, Framer, Webflow, Sketch
- **UI & Visual Design:** Visual Hierarchy, Typography Systems, Grid & Layout Design, Spacing Systems, Iconography, Motion Design
- **Design Systems:** Component Libraries, Design Systems, Design Tokens, Figma Variants, Auto Layout
- **User Experience:** User Flows, Information Architecture, Usability Testing, A/B Testing, UX Research
- **Web & Product Design:** Responsive Design, Mobile-First Design, Cross-Platform Interfaces
- **Accessibility:** WCAG, Inclusive Design, Accessibility Testing (Lighthouse, Axe)
- **Tools & Collaboration:** Jira, Miro, Notion, Zeplin

EDUCATION

SRM University EQF level 6

Bachelor of Computer Applications (BCA)

- **GPA:** 8.91

Aug 2018 - Aug 2021

Chennai, Tamil Nadu, India

LANGUAGES

- ENGLISH (Proficient)
- TAMIL (Native)

PROJECTS

AI-Powered UI Generation Platform (Confidential Internal Initiative)

2025 - Present

Production implementation is confidential; a functionally equivalent demonstration built with a fictional product and custom design system is available for discussion during interviews.

Chennai, India

- Designed and developed an internal AI-powered UI generation platform that transforms natural language prompts into production-ready user interfaces using a proprietary design system and component library.
- Integrated the platform with Claude through custom connectors, enabling product teams and stakeholders to generate enterprise-ready interfaces without requiring design expertise.
- Engineered a design intelligence layer that automatically applies UX principles, accessibility standards, spacing systems, component rules, and design tokens during UI generation.
- Built a component orchestration framework that dynamically selects and composes reusable design-system components based on user intent and workflow requirements.
- Enabled AI-driven generation of production-ready HTML interfaces, significantly reducing design-to-development effort and accelerating feature prototyping.
- Developed multimodal workflows allowing AI agents to interpret screenshots, reference designs, and UI patterns to generate structured interfaces aligned with organizational standards.
- Created an interactive generation and editing experience that supports real-time UI modifications through conversational commands.
- Established governance rules to ensure consistency, scalability, and maintainability across all AI-generated interfaces.
- Reduced manual UI creation effort by automating repetitive design tasks while maintaining adherence to enterprise UX standards.
- Collaborated with product, design, and engineering teams to define AI-assisted workflows that improved design velocity and reduced iteration cycles.

ManageEngine (Zoho) – Enterprise UI & Design System Enhancements

Oct 2023 - Present

<https://www.manageengine.com/cloud-siem/index-new.html?pos=SIEM>

ManageEngine (Zoho)

- Designed and enhanced UI across multiple enterprise products (Log360, WSM suite), improving visual consistency and usability in complex data-driven environments.
- Created visually refined dashboards and data visualizations, improving readability, hierarchy, and real-time data interpretation.
- Leveraged and extended existing design systems to ensure consistent UI patterns across features and products.
- Designed custom UI components (e.g., report builders, log visualization modules), enhancing user interaction and feature usability.