kaviarasu.kr

Lead User Experience Designer

Email : kvrs66@gmail.com Mobile : +91 866 726 7007

With over a decade of experience, I craft intuitive, scalable digital experiences across B2B, B2C and SaaS platforms.

My journey began with instinct-driven design in the early Photoshop era and evolved into a strategy-led, purpose-driven practice shaped by UX principles and product thinking.

I've led end-to-end design—from user research and journey mapping to high-fidelity UI—collaborating with cross-functional teams to ensure clarity and alignment. At StackGuardian, I drove the 0→1 design strategy that helped position the product competitively in the cloud-native SaaS space, contributing to its first million in MRR.

My approach centers on usability, accessibility, and iterative improvement—augmented by a strong visual design foundation and front-end integration know-how. I actively leverage AI tools to enhance workflows, accelerate prototyping, and drive data-informed creative thinking.

As a member of IxDF, Rethinking UX and a lifelong learner with Design for Change, I'm committed to mentorship, peer learning, and nurturing a culture where design creates real, lasting impact.

CORE SKILLS

Strategic Leadership & Operations

UX Strategy - Design Leadership

Stakeholder Alignment- Data-Driven Decisions

Team Mentorship - KPI Implementation & Management

Design Execution & Innovation

UI/UX Design -Product Design -Design Systems

SAAS . B2B. B2C

Prototyping. Rapid Wireframing

AI-Assisted Design

Personas, Empathy Map. Usability Testing.Journey Mapping

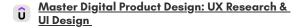WCAG Accessibility (A, AA) , Inclusive Design

EDUCATION

University Of Leicester , United Kingdom

MSc – Advanced Computer Science 2014

SNS College of Technology , Coimbatore

BE – Computer Science and Engineering 2012

CERTIFICATIONS

Master Digital Product Design: UX Research & UI Design

Foundations of User Experience (UX) Design

User Experience Beginners Guide

CAREER OVERVIEW

Stackguardian, Belgium (Remote) | 2023 Mar - Present
Lead User Experience Designer

Expian Technologies, Bengaluru | 2019 Apr - 2023 Mar
Team Lead

The Gideons, Bengaluru | 2018 Jan- 2019 Mar
Senior Web Designer

W3Insiders , Leicester | 2014 Aug - 2017 Dec
Junior Web Designer

DESIGN TOOLS & TECHNOLOGIES

Design & Prototyping
Figma · Framer. Adobe XD · Sketch · UXPin · Balsamiq . Jitter Video Lottefiles

AI-Enhanced Design & Prototyping
Uizard · Galileo AI · Figma AI Plugins · V0.Dev , Lovable AI

User Research & Testing
Maze · Hotjar · Google Forms

Documentation
Notion · Storybook · Frontify

Workflow & Collaboration
Jira · Asana · Miro · Confluence · GitHub · Slack

Frontend Familiarity
HTML5 · CSS3 · Bootstrap · Wordpress. Git (handoff- collaboration)

Roles and Responsibilities

Lead User Experience Designer — Stackguardian, Belgium | Mar 2023 – Present

- Spearheaded the UX strategy for a B2B SaaS platform, reducing onboarding dropouts by 35% through streamlined no-code workflows and contextual in-app guidance.
- Led the team of 6 Creative designers and helped to improve design consistency, advocate UX principles in the design flow and managed the KPI's for each individuals.
- Designed and implemented data visualization for AWS Benchmark findings and Terraform logs, boosting decision clarity and driving a 28% increase in infrastructure resource optimization across client deployments.
- Conducted usability testing using Hotjar, identifying and resolving high-friction areas—resulting in a 22% gain in task efficiency across key platform flows.
- Streamlined DesignOps via Figma and Notion, cutting design-to-dev handoff time by 30% and accelerating release cycles.
- Improved dashboard usability with real-time, digestible data views—enhancing cloud resource manageability and empowering users with 24% more actionable insights.
- Built and maintained a scalable design system, ensuring 100% visual consistency and WCAG-compliant accessibility across all interfaces.
- Collaborated with product and engineering teams to align user needs with product vision, contributing to a 20% increase in client adoption within 6 months.
- Introduced no-code UX patterns, cutting infrastructure onboarding time by 40% and raising non-technical task completion success by 33%.
- Designed and launched an AI-powered assistant for no-code user journeys, increasing end-to-end navigation success by 50% without developer support.

Team Lead — Expian Technologies, Bengaluru | Apr 2019 – Mar 2023

- Led a multidisciplinary team in the design and delivery of B2B products, applying user-centered design principles across product lifecycles, which improved product usability scores by 31%.
- Defined and executed structured design processes (journey mapping, personas, qualitative/quantitative research), increasing design validation speed by 40%.
- Designed ATS flow-based UI experiences that reduced recruiter task time by 28% and decreased user friction complaints by 35%.
- Delivered pixel-perfect UIs and interactive prototypes with a focus on responsive design, boosting platform responsiveness satisfaction to 92% in user testing.
- Partnered with product managers using Jira and Agile workflows to streamline delivery cycles, reducing design-to-development handoff time by 25%.
- Collaborated closely with engineering to validate UX feasibility, ensuring 99% design accuracy in final implementation across devices.
- Mentored junior designers and developers, which improved internal design quality reviews by 22% quarter over quarter.
- Adopted and implemented reusable UX patterns, increasing design consistency and speeding up feature releases by 18%.
- Improved client-facing dashboards and reporting transparency through UX-led workshops, boosting client satisfaction scores by 27%

Senior Web Designer — The Gideons, Bengaluru | Jan 2018 – Mar 2019

- Delivered responsive websites and web applications tailored for complex customer requirements across different platforms.
- Implemented wireframes and prototypes from initial concepts to final production, focusing on seamless interaction and usability.
- Played a key role in bridging the gap between visual design and development, ensuring accurate implementation of design specifications.
- Maintained and updated UI components for scalability and reusability across multiple product lines.

Junior Web Designer — W3Insiders, Leicester | Aug 2014 – Dec 2017

- Assisted in designing and developing responsive websites for clients across various industries, focusing on performance, usability, and cross-browser compatibility.
- Created wireframes, mockups, and pixel-perfect UI designs that aligned with client brand guidelines and project goals.
- Supported front-end development tasks using HTML5, CSS3, and Bootstrap, collaborating closely with senior developers for seamless implementation.
- Participated in client reviews and feedback sessions, iterating on designs to ensure alignment with business objectives and user expectations.
- Gained hands-on experience with CMS platforms like WordPress and Joomla, customizing themes and optimizing content structure.