Sethuraman Munusamy

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PROFESSIONAL SUMMARY

Results-driven **UX/UI Designer** with **6+ years** of experience in user-centered design, product design, and web and graphic design. Expertise in **user research, wireframing, prototyping, and UI development** for web and mobile applications. Strong background in **design systems, accessibility standards, and responsive design.** Adept at **leading cross-functional teams, collaborating with stakeholders, and driving design strategies** that enhance user experience and business outcomes.

KEY SKILLS & EXPERTISE

UI/UX Design & Research
User Research & Personas, User Flows & Information Architecture, Wireframing & Prototyping, Usability Testing, Interaction Design, Accessibility & UCD Principles

Design Tools & Prototyping
Figma, Adobe XD, Balsamiq, Miro, Canva, Adobe Creative Suite (Photoshop, Illustrator, InDesign)

Web & Product Design
Responsive Web Design, Mobile App UI/UX, Web App UI, SaaS Product Design, Dashboard & Admin Panel Design, Design System Development

Data Visualization & Analytica
Power BI & Google Analytica

Development & CMS
HTML5, CSS3, JavaScript, WordPress, Webflow, Framer, cPanel (Web Hosting)

Agile & Collaboration
Agile/Scrum, JIRA, Stakeholder Management, Design Thinking, Cross-functional Team Leadership

PROFESSIONAL EXPERIENCE

UX UI Designer

DTE Agritech (Deccan Tobacco Exports) | Chennai | December 2022 – August 2025

- Led the **UX/UI design strategy** for admin management systems, ensuring a seamless user experience.
- Conducted **user research, competitor analysis, and usability testing** to enhance product performance.
- Developed **wireframes, high-fidelity prototypes, and interactive UI components** using Figma and Adobe XD.
- Designed **responsive dashboards, landing pages, and web applications** optimized for accessibility.
- Implemented **design systems and auto layouts,** improving consistency across platforms.
- Collaborated with product teams and developers in an **Agile environment** to deliver scalable solutions.
- Created **marketing materials, social media creatives, and promotional assets** to boost brand visibility.

UX UI Designer (Senior Web & Graphic Design)

Winngoo Tec | Chennai | August 2021 – December 2022

- Led **UX/UI design projects for web and mobile platforms,** ensuring an intuitive user experience.
- Designed **storyboards, sitemaps, and wireframes** to align with product goals and user needs.
- Developed **UI mockups, interactive prototypes, and A/B testing** for improved engagement.
- Created and optimized **WordPress themes, plugins, and landing pages** to enhance site performance.
- Managed **branding and print design** for corporate materials like brochures, flyers, and business cards.

UX UI Designer (Web & Graphic Design)

Alpsdeal Internet Services Pvt Ltd | Chennai | March 2020 – July 2021

- Designed **user interfaces, UI elements, icons, and interactive components** for e-commerce websites.
- Developed and maintained **WordPress-based websites,** ensuring performance optimization.
- Conducted **usability testing and content troubleshooting** to enhance website functionality.

Pre-Press Executive

RR Donnelley India Outsource Pvt Ltd | Chennai | January 2014 – October 2019

- Managed **pre-press processes**, ensuring print materials met **industry standards and client specifications**.
- Conducted **color correction, layout adjustments, and file formatting** for both web & sheetfed components.

Graphic Designer

NPT Offset Press Pvt Ltd | Chennai | February 2011 – December 2013

- Designed **brochures, posters, flyers, and corporate branding materials** for print media.
- Prepared **high-resolution print files**, ensuring proper color accuracy and layout precision.

EDUCATION & CERTIFICATIONS

- **Bachelor of Science** – University of Madras, Chennai | 2011
- **Diploma in Multimedia** – Madras Computer Center, Chennai | 2010
- **Web Designing & Web App Development** – Accord Info Matrix, Chennai | 2019
- **Responsive Web Design** – Freecodecamp | 2024

KEY ACHIEVEMENTS

- **12+ years** of experience in UX/UI & product design across IT & Print industries.
- Designed and optimized **admin dashboards, SaaS platforms, and web apps** for enhanced user experience.
- Implemented **user research and usability testing** to improve product engagement.
- Led UX/UI projects in **Agile environments**, collaborating with cross-functional teams.
- Created **scalable design systems** that improved design consistency across multiple products.

Projects

BLK Design Your Own *(Alpsdeal Internet Services Pvt Ltd)*

BLK Sport – Design Your Own (DYO) is an interactive online platform enabling users to create fully customised sports apparel. Built with advanced WebGL technology, it offers realistic 3D previews and real-time design updates. Users can personalise every detail—garment style, colors, fabrics, cuts, and graphics—resulting in billions of possible combinations. The mobile-optimised interface ensures a smooth experience across devices, empowering teams and athletes to design anywhere. DYO streamlines the journey from concept to production, aligning with BLK Sport's vision of delivering high-performance, identity-driven teamwear. This second-generation platform redefines sportswear customisation through speed, precision, and visual immersion. Site: https://dyo.blksport.com/

Alteat Home Food Online *(Alpsdeal Internet Services Pvt Ltd)*

ALTEAT is an online food ordering and delivery platform that connects users with local restaurants and cloud kitchens. It offers a seamless mobile and web experience for browsing menus, customising orders, tracking deliveries in real time, and making secure payments. Designed for convenience and speed, ALTEAT enables restaurants to manage orders efficiently while giving customers an easy, reliable way to enjoy their favourite meals anytime, anywhere. App: https://apkcombo.com/alteat-home-food-online-on/com.alteat.user/

Winngoo UK *(Winngoo Tec)*

Winngoo is a UK-based cashback and rewards platform helping users "earn while they spend." Partnered with online and high-street retailers, it offers 100% cashback, vouchers, and discounts. With loyalty cards, referral bonuses, and charitable contributions, Winngoo blends savings, shopping, and social impact into one seamless experience. Site: https://winngoo.co.uk/

Crop Analytica *(DTE Agritech)*

Crop Analytica is an advanced agri-tech platform from India offering real-time crop and farm management. It combines satellite imagery, IoT, and analytics to provide crop monitoring, yield forecasting, traceability, compliance reporting, ESG tracking, and AI-powered advisory—all to support data-driven, sustainable agriculture for agribusinesses. Site: https://www.cropanalytica.com/

Tracealix *(DTE Agritech)*

Traceability Software offers modular, end-to-end tracking of agricultural produce using geo-tagged records, QR/barcode scanning, and centralized inventory monitoring. It enhances supply-chain transparency, curbs fraud, minimizes post-harvest losses, and enables audit-ready compliance with standards like EUDR, GlobalG.A.P., ESG—empowering ethical, scalable operations. Site: https://www.cropanalytica.com/farm-traceability-software

DECLARATION

I hereby declare that the information provided above is true and correct to the best of my knowledge and belief.