

Sethuraman Munusamy

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PROFESSIONAL SUMMARY

UX/UI & Product Designer with **7+ years** of experience designing **web, mobile, B2B, B2C, and SaaS products**. Experienced in **user research, information architecture, user flows, wireframing, prototyping, design systems, usability testing, and responsive UI design**. Skilled in translating complex business requirements into intuitive, **scalable digital experiences and collaborating with product, business, and development teams**.

KEY SKILLS & EXPERTISE

UI/UX Design and Research

User Research & Personas, User Flows & Information Architecture, Wireframing & Prototyping, Usability Testing, Interaction Design, Accessibility & UCD Principle

Design Tools and 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 & Analytics

Power BI & Google Analytics, Hotjar

Development & CMS

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

AI Tools

Figma AI, Figma Make, Google Stitch, Adobe Firefly, Claude, Gemini AI, ChatGPT, Perplexity

Agile & Collaboration

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

PROFESSIONAL EXPERIENCE

UX UI Designer

TDIT Solution Pvt Ltd | Chennai | March 2026 – Present

- Led **end-to-end UI/UX Design for web and mobile applications**, including **user research, wireframing, prototyping, and high-fidelity UI design** using Figma.
- Designed intuitive **user flows, information architecture, interactive prototypes, and responsive interfaces for B2B, B2C, and SaaS platforms** with a strong focus on **usability and accessibility**.
- Collaborated with **product managers, developers, and cross-functional teams** to translate **business requirements** into **scalable user-centered design solutions**.
- Developed and maintained **design systems, UI component libraries, style guides, and visual design standards** to ensure consistency across digital products.
- Conducted **usability testing, competitor analysis, and UX research**, improving **customer experience, engagement, and product performance** through iterative design enhancements.

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

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

SMARTSORT — Smart Waste Collection & Rewards Platform

TDIT Solution Pvt Ltd | UX/UI Designer | 2026 – Present

A digital recycling platform that connects users with collection services, enabling them to schedule recyclable-material collections, track requests, and earn reward points. The platform includes mobile apps and operational dashboards for managing collections, collectors, tracking, and rewards. Site: <https://smart-sort.net/>

My Contribution

- Designed end-to-end **UX/UI for a recycling and waste-collection ecosystem** covering Requestor, Collector, Supervisor, Admin, Finance, SOE, and Executive workflows.
- Conducted **requirement analysis** and **translated complex operational processes into user flows, information architecture, wireframes, prototypes, and high-fidelity UI designs**.
- Designed request **creation, material selection, pickup/delivery methods, collection-box flows, order tracking, rewards, vouchers, cash redemption, and feedback experiences**.
- Created reusable **design systems, UI components, typography, colors, cards, forms, states, and responsive patterns to maintain consistency across products**.
- Designed **operational dashboards for request management, collector assignment, tracking, approvals, collection operations, rewards, and analytics**.
- Collaborated with **developers and stakeholders to refine designs for implementation, usability, accessibility, and responsive behavior**.

Crop Analytica — AgriTech Platform

DTE Agritech | UX/UI Designer | 2023 – 2025

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/>

My Contribution

- Designed **UX/UI for an agricultural intelligence and farm-management platform**.
- Converted **complex agricultural data into intuitive dashboards and visualization patterns**.
- Designed **interfaces for crop monitoring, farm management, reporting, traceability, ESG, and analytics**.

- Created **information architecture, user flows, wireframes, prototypes, and high-fidelity screens.**
- Designed **dashboard components to help users understand large datasets efficiently.**
- Collaborated with **stakeholders and developers to create scalable enterprise interfaces.**

Tracealix

DTE Agritech | UX/UI Designer | 2023 – 2025

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>

My Contribution

- Designed UX/UI for an end-to-end agricultural traceability platform.
- Created user flows for QR/barcode scanning, geo-tagged records, inventory tracking, and compliance workflows.
- Designed dashboards and monitoring interfaces for supply-chain visibility.
- Simplified complex traceability and compliance information into structured UI experiences.
- Developed reusable UI patterns and responsive layouts.
- Collaborated with product and development teams throughout the design-to-development process.

Wingoo — Cashback & Rewards Platform

Wingoo Tec | UX/UI Designer | 2021 – 2022

Wingoo 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, Wingoo blends savings, shopping, and social impact into one seamless experience. Site: <https://wingoo.co.uk/>

My Contribution

- Designed UX/UI for a **cashback and rewards ecosystem connecting users with online and high-street retailers.**
- Designed experiences for **cashback, vouchers, discounts, loyalty cards, referrals, and rewards.**
- Created **user flows, wireframes, high-fidelity UI, and interactive prototypes.**
- Designed responsive **web interfaces and promotional landing pages.**
- Worked on **interaction design and A/B testing to improve usability and engagement.**
- Collaborated with **product and development teams in an Agile environment.**

BLK Sport — Design Your Own

Alpsdeal Internet Services Pvt Ltd | UX/UI Designer | 2020 – 2021

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/>

My Contribution

- Designed **UX/UI for an interactive sports apparel customization platform**.
- Created **user flows for product selection, garment customization, color/fabric selection, graphics, and design preview**.
- Designed the interface for a **complex customization experience** while keeping the journey simple and intuitive.
- Worked on **responsive layouts optimized for desktop and mobile experiences**.
- Designed **UI components and interaction patterns for the real-time customization workflow**.
- Collaborated with development teams to translate **UI designs into the WebGL-based product experience**.

ALTEAT — Food Ordering & Delivery Platform

Alpsdeal Internet Services Pvt Ltd | UX/UI Designer | 2020 – 2021

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/>

My Contribution

- Designed mobile and web experiences for **food discovery, kitchen browsing, menu selection, customization, ordering, and delivery tracking**.
- Created **user flows and wireframes for the complete food-ordering journey**.
- Designed intuitive **mobile UI patterns focused on quick navigation and order completion**.
- Designed **order tracking and delivery status experiences**.
- Developed reusable **UI components and responsive layouts**.
- Collaborated with **developers to refine designs for implementation**.

DECLARATION

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