

SENIOR PRODUCT DESIGNER

# CHITRARASU MURUGAN

## EXPERIENCE

### Senior Product Designer / Tata Consultancy Services

Global Brands Experience | 2011 - Present | London & Chennai

Designed an **Employee Engagement platform** using ML for a UK based asset & wealth management organization, **saving ~£0.25M annually**. Recognized by both the customer and TCS for **Microsoft Partner Awards** nomination for enhanced employee experience.

Designed **In-flight IFE based e-commerce experience** for popular UK based airlines, **pioneering seamless data transfer between cloud and in-flight servers** for optimal passenger experience. **Earned acclaim from flight reviewers**.

During **COVID**, aided **UK based financial information company** in **acquiring data & analytics giant**. Established shared communication and technology spaces for **enhanced collaboration** using portal, Viva Connections, Viva Engage, and MS Teams app, **increasing viewership to 3M+ views**.

Devised **adoption strategy** to **maximize ROI of AI initiative**. Phases included per-boarding, promotion, onboarding, nudging, assistance, and adoption measurement.

Enhanced **customer support experience** with the resort booking & resolution management application, for an UK based leisure & holiday company. It **resulted in cutting training costs, reduced support resolution time** by 30%, and **simplified processes**.

Earned **best app award from client** for Crew Hotel and Transport manager app, for streamlining crew requests, supplier communications, and report generation. **It's success facilitated further business trust**.

Operationalised my knowledge through a living design engagement system, covering strategy to measuring success. Helped my team to **focus on people experience & business outcomes over mere outputs**. This significantly improved quality, re-usability, and execution speed of projects as well as RFP/RFI/PoCs.

Led **experimental PoCs** using IoT and Conversational UX for enhanced experience.

**Worked in both Agile and Waterfall** modes, built cross-cultural design teams from scratch and **conducted regular design workshops** for designers & non-designers.

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## SKILLS

### Strategy

Discovery & Vision Workshops  
Opportunity Mapping  
Feature Prioritisation  
Design Thinking  
Consensus Building  
Cross Functional Collaboration

### Research & Analysis

End User Interviews  
Surveys  
Deep Dive Discussions  
Ethnographic Study  
Affinitizing  
Personas

### Design

Information Architecture  
User Flows  
Concept Sketching  
Rapid Prototyping  
Wireframes & Mockups  
UX & UI Design  
Interactive Flow  
Style Guides & Pattern Library  
Responsive Design  
Branding & Identity Design

### Evaluation

Usability Testing (Remote & In-LoCo)  
Heuristic Evaluation  
Design Bug Bash  
Tree Testing

### Tools

Figma  
Miro  
Mentimeter  
FigJam  
Balsamiq  
Sketch  
Adobe Photoshop  
SharePoint  
Trello  
Preplexity & Adobe firefly (AI)

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## EXPERIENCE

### Web - Graphic Designer / Creatus India

Startup Experience | 2010 - 2011 | Chennai

I crafted the complete user experience for VChatter, a **social video interaction app on Facebook, serving 2.5 million active monthly users globally**. I **collaborated closely with startup founders at every stage** of the product like research, brainstorming, ideation, planning, scaling, branding, interaction design, and online/print promotion.

Reference: <https://www.fastcompany.com/1674711/vchatter-becomes-family-friendly-alternative-tawdry-chatroulette>

### Web - Graphic Designer / Oopslabs

Design Studio Experience | 2008 - 2010 | Chennai

I lead multiple web design projects, **guiding the process from conception and ideation through prototyping, visual design, and front-end coding** to ensure flawless execution. **Interacted with local businesses as well as international clients, with diverse business needs**, fostering effective collaboration.

Additionally, I produce captivating graphic designs for both web and print, encompassing **corporate identity branding**, banners, posters, flyers, brochures, CD and book covers and invitations.

### Sr.Customer Support Executive / Allsec Technologies Ltd

Customer Support Experience | 2005 - 2008 | Chennai

**Interacted with customers across the globe** as a customer support executive.

**Recognizing my proficiency in web design**, the **leadership team tasked** me with conceptualizing and **crafting an intranet site to enhance organizational communication** and fostering **employee engagement**.

The site had a huge **adoption rate with over 3000 employees interacting** via this site **daily**.

Received positive feedback from leadership and employees.

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## EDUCATION

### Image Institute

Diploma in Web Design Professional

### University of Madras

Bachelor of Engineering

## CERTIFICATIONS

### IDEO

Design Kit: The Course for Human-Centered Design

### Interaction Design Foundation

Design Kit: The Course for Human-Centered Design

### Coursera

Human-Computer Interaction

## RECOGNITION

### Best application award from client

Crew Hotel & Transport manager app for a popular British airline group

### Microsoft Partner Awards'24 Submission

Integrated Employee Engagement platform using ML

## Selected Key Customers

 abrdn

 virgin atlantic

 easyJet

 ageas



 LONDON  
STOCK  
EXCHANGE

 Nestlé

 Marriott  
INTERNATIONAL