LEAD PRODUCT DESIGNER

CHITRARASU MURUGAN

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PROFESSIONAL SUMMARY

- Product designer with 16+ years of experience, **working across global brands, start-ups, & design studios.**
- Delivered **end-to-end design** projects, with expertise in **Design thinking, Research (Qual - Quant), UX & UI.**
- **Hands-on experience** in designing Gen AI bots, Responsive sites, SaaS solutions, Dashboards & **Enterprise applications** across touchpoints including **Web, iOS & Android, Point of Sale, Flight IFE and IoT devices.**
- I facilitate stakeholder workshops & participatory sessions, to achieve clarity & build consensus.
- I use both **verbal & visual storytelling** to effectively **communicate design intent, processes,** & to **sell ideas**.
- **Collaborated** with **C-suite Executives, Geo Heads, Tech leads, BAs & Dev**, to **align strategy to experience moments.**
- Leveraged **Gen AI to accelerate research & analysis**, especially working alone or in a lean team.
- Created and maintained Design Systems utilized by multiple teams and projects.
- Created **project specific design processes**, resulting in **process improvements & minimized risk**.
- Conducted **regular design sessions**. **Mentored 50+ IT professionals** on User-Centered Design.
- Built design teams from scratch, **trained & managed** cross-cultural, **geo-distributed** team of **designers**.
- **Right to work in the UK**, under Skilled worker Partner visa, until Apr 2030, **without company sponsorship.**

EXPERIENCE & ACCOMPLISHMENTS

Lead Product Designer / Tata Consultancy Services
08/2011 - Present | London & Chennai

I have successfully delivered design projects for many global brands. Some of my key projects are as follows:

- Virgin: **E-commerce portal** to sell **retail products as well as connected experiences**. Earned **acclaim from flight reviewers.**
- abrdn: **Employee Engagement platform using ML saving ~£0.25M annually**. Nominated for **Microsoft Partner Awards** under **Design Honour category**.
- Croma: **QR code-based shopping experience** on **the web, iOS and Android platforms.**
- Legal & General: **Gen AI-based experience solution** to drive the overall **Digital Workplace Vision** with a goal of **tapering ITSM spending.**
- SAS: **Omnichannel ticket booking** experience **across** end-user **touchpoints**.
- London Stock Exchange Group: **During COVID**, aided LSEG in **acquiring** Refinitiv by designing shared communication & technology spaces. **Increasing viewership to 3M+.**
- Virgin: **End-to-end passenger food & beverage ordering experience**, that also **includes two crew applications** to aid in back-end operations.
- Lufthansa: A retail experience tailored for **Android-based Point of Sale device (Poynt)**. To help with seamless execution of **sales, payments, loyalty and inventory management.**
- Japan Airlines: **Single Customer View** app, using **RFM scoring, NPS & ancillary consumption**. Built experiences around **insights, profiling, & segmentation**. Later offered as a **standalone product across clients.**

UI - Web - Graphic Designer | Tent Software
08/2010 – 08/2011 | Chennai

- **Founding designer** for **vChatter**, **a social video interaction app** on **Facebook.**
- **Collaborated** with **start-up founders** on **0 to 1 product cycle,** including **research, ideation, & UX-UI**.
- **Serving 2.5 million active monthly users globally**. vChatter review by **Fast Company**

Web - Graphic Designer | OopsLabs
03/2008 – 08/2010 | Chennai

- I lead web design projects for many **international brands as well as local businesses.**
- I am responsible for **initial vision, research, prototyping, visual design** & **Html/CSS** coding.
- In addition, created **Graphic designs** for both **web & print**.

Sr.Customer Support Executive | Allsec Technologies Ltd
02/2005 – 02/2008 | Chennai

- **Interacted** with **customers across the globe** as a customer support executive.
- Created an **engagement portal** from **concept to delivery**, with adoption rate over **3000 active daily users**.

SKILLS

Strategy
Design Thinking
Design Strategy
Stakeholder Engagement
Workshop Facilitation
Storytelling (Verbal/Visual)
Consensus Building
Cross Functional Collaboration
Planning & Execution
Process Improvements

Research
Data Driven Research
End User Interviews
Surveys
Focus Group
Contextual Inquiry
Usability Testing
A/B Testing
Metrics Driven Improvements
Atomic Research

Design
UX & UI Design
iOS & Android Apps
Responsive Design
Information Architecture
Interactive Prototyping
Wireframes & Mock-ups
User Flows
Design System
Accessibility
Design Mentorship

Tools
UX: Figma / Sketch
Research: FigJam / OneNote
AI Assist: Perplexity & Adobe firefly
Workshops: Mentimeter / Miro
Low-fi: Figma/Balsamiq
Programming: HTML & CSS
Others: Photoshop, SharePoint

EDUCATION
Diploma - Web Design Professional
Bachelor of Engineering

HONOURABLE MENTIONS

Microsoft Partner Awards Nomination
Employee Engagement using ML

Best App Award
Crew Hotel & Transport Manager.