

VASUDEV R

Senior Product Designer | Senior UI/UX Designer | Design Systems & AI-Driven UX

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PROFESSIONAL SUMMARY

Senior Product Designer and UI/UX Designer with 8+ years of experience designing intuitive, scalable, and user-centered digital products across web, mobile, and connected-TV platforms for enterprise, government, e-commerce, OTT, and SaaS environments. Expert in the full product design lifecycle user research, information architecture, interaction design, wireframing, high-fidelity UI design, prototyping, usability testing, and developer handoff. Skilled at building and scaling design systems, component libraries, and design tokens that drive consistency and speed across teams. Adept at translating complex business requirements into clear, accessible, responsive experiences, and at partnering with product managers and engineers in Agile environments to ship pixel-perfect products. Early adopter of generative AI tools to accelerate ideation, streamline workflows, and deliver data-driven, personalized user experiences.

CORE SKILLS

Product Design: Product Thinking, Product Discovery, Product Strategy, Design Thinking, Problem Solving, End-to-End Product Design, MVP Definition

UX Design: User-Centered Design, User Research, Journey Mapping, Information Architecture, User Flows, Heuristic Evaluation, Usability Testing, Interaction Design (IXD)

UI & Visual Design: Visual Design, High-Fidelity UI Design, Responsive & Adaptive Design, Web, Mobile & Connected-TV Applications, Accessibility (WCAG-aware), Micro-interactions

Design Systems: Design Systems, Component Libraries, Design Tokens, Reusable UI Components, Style Guides, Pattern Libraries

Prototyping & Research: Wireframing, Low- to High-Fidelity Prototyping, Interactive Prototypes, Design Validation, A/B-informed Iteration

Collaboration: Cross-functional Collaboration, Stakeholder Management, Developer Handoff, Design QA, Agile & Scrum, Design Documentation

AI-Driven UX: AI-Assisted Design (Figma AI, Stitch, Claude), Prompt Engineering for UI/UX, Generative AI for Rapid Prototyping, UX Personalization, Workflow Automation

PROFESSIONAL EXPERIENCE

Senior UI/UX Designer

Voizzit Information Technology LLC — Dubai, UAE

Sep 2022 – Present

- Designed and delivered end-to-end UX solutions for dashboards, enterprise applications, and mobile platforms, owning the flow from research through high-fidelity UI and developer handoff.
- Built wireframes, interactive prototypes, and high-fidelity UI in Figma, establishing reusable components and patterns for consistency across products.
- Conducted usability testing and iterated on user flows to improve engagement and user satisfaction.
- Integrated generative AI tools into the design workflow to accelerate ideation, automate repetitive tasks, and strengthen UX writing.
- Collaborated with developers in Agile/Scrum environments to ensure seamless, pixel-perfect implementation and design QA.

- Applied responsive design principles using HTML, CSS, and Bootstrap to ensure cross-device consistency.

Senior UI/UX Designer

Promatas Technologies Pvt. Ltd — India / Oman

Mar 2020 – Aug 2022

- Delivered end-to-end UX solutions for enterprise and government applications, translating complex business and regulatory requirements into intuitive designs.
- Developed scalable design systems and reusable UI component libraries that improved design consistency and delivery efficiency across teams.
- Produced prototypes and led design validation prior to development handoff, reducing rework and clarifying requirements for engineering.
- Partnered with stakeholders and cross-functional teams to align design solutions with business goals.

UI/UX Designer

Jazp.com — UAE, Qatar, Oman & KSA

Apr 2019 – Nov 2019

- Designed user-focused experiences for a large-scale, multi-market e-commerce platform across web and mobile.
- Improved mobile responsiveness and optimized customer journey flows to reduce friction across the shopping experience.
- Streamlined checkout processes to reduce friction and increase conversion. [Need Information: exact conversion uplift %]

UI/UX Developer

Calsys Communication Pvt. Ltd — India

Jan 2017 – Dec 2018

- Developed responsive UI components using HTML, CSS, and JavaScript, converting UI designs into functional, interactive web interfaces.
- Ensured close alignment between design intent and development output, bridging design and engineering.

KEY ACHIEVEMENTS

AWARD-WINNING DESIGN — 1st Prize, Global Design Contest

Winner of a Freelancer.com design contest, selected from **480+ entries worldwide** for the redesign of a U.S. salon-booking platform — recognized for clean aesthetics, intuitive navigation, and conversion-focused UX.

30+ Projects Delivered

Shipped digital products across the UAE, Oman, Qatar, and Indian markets — enterprise, e-commerce, OTT, and SaaS.

Enterprise & Government Scale

Led UI/UX design for enterprise- and government-level platforms from concept to delivery.

AI-Forward Workflows

Integrated AI tools into design workflows, improving efficiency and innovation across the team.

Quality & Accessibility

Enhanced usability, accessibility, and cross-platform performance of shipped products.

SELECTED PROJECTS

INDIAFIRST — OTT Streaming Platform (Web · Mobile · Connected TV)

Overview: End-to-end product design for an OTT video-streaming platform delivering a unified viewing experience across web, mobile, and connected-TV (large-screen) apps.

Problem: Users needed to discover, browse, and stream content effortlessly across three very different form factors and input methods — mouse, touch, and TV remote — while the product required one consistent, scalable design language across all platforms.

Design Process: Content-discovery research → information architecture → cross-platform user flows for browse, search, and playback → platform-specific wireframes → high-fidelity UI → interactive prototypes → design system for cross-platform consistency.

My Role: Product / UI-UX Designer, owning UX and UI across web, mobile, and TV.

Key Design Decisions: Platform-appropriate navigation — remote-friendly focus states and a 10-foot layout for TV versus touch-first patterns on mobile; a reusable content-card and component system for visual consistency; and content-forward layouts that prioritize discovery and continue-watching.

Design Reference: <https://www.behance.net/gallery/211976643/Interactive-Subject-Detail-Page-for-Digital-Education>

VOIZZIT CHAT — Real-Time Messaging App (Web · Mobile)

Overview: UI/UX design for a real-time chat and messaging product at Voizzit, delivered for both web and mobile with consistent patterns and feature parity.

Problem: Deliver a fast, clean, and intuitive messaging experience with a consistent interaction model across web and mobile, handling real-time states and dense conversation content without clutter. [Confirm target users: enterprise or consumer]

Design Process: Requirement analysis → user flows for conversations and notifications → wireframes → high-fidelity UI → interactive prototype → developer handoff and design QA.

My Role: Senior UI/UX Designer at Voizzit, designing the product end-to-end.

Key Design Decisions: A shared component library spanning web and mobile; clear message hierarchy and real-time states (typing, sent, delivered, read); accessible color contrast and comfortable touch targets; and responsive layouts that adapt from desktop multi-pane to single-column mobile.

Design Reference: [behance.net/gallery/211788237/Sleek-Modern-Web-Chat-App-UI-UIUX](https://www.behance.net/gallery/211788237/Sleek-Modern-Web-Chat-App-UI-UIUX)

AUTOMARTO — Automotive E-Commerce Platform (Web · Mobile)

Overview: End-to-end UX and UI design for an automotive e-commerce platform spanning a customer buying experience and a seller management dashboard across web and mobile.

Problem: A large, complex automotive catalog with part-and-vehicle compatibility made search and purchase confusing, and friction from browse to checkout reduced conversion. [Confirm business goal]

Design Process: User research → journey mapping → information architecture for a large catalog → search-and-filter flows → wireframes → high-fidelity UI → checkout optimization → prototype → developer handoff.

My Role: UI/UX / Product Designer across the buyer app, marketplace website, and seller dashboard.

Key Design Decisions: Compatibility-aware search and robust filtering to simplify part discovery; a streamlined, low-friction checkout; a reusable design system shared across buyer and seller experiences; and responsive, mobile-first layouts.

Design Reference: [behance.net/gallery/223140229/e-Commerce-App-Design-for-Automobile-Spareparts-UIUX](https://www.behance.net/gallery/223140229/e-Commerce-App-Design-for-Automobile-Spareparts-UIUX)

DESIGN PROCESS

End-to-end UX workflow: Research → Discovery → User Flows → Wireframes → UI Design → Prototypes → Usability Testing → Developer Handoff → Design QA. I begin with user research and product discovery to frame the problem, map user flows and information architecture, and move from wireframes to high-fidelity UI grounded in a design system. Interactive prototypes are validated through usability testing, then delivered to engineering with detailed handoff documentation and ongoing design QA to ensure a pixel-perfect release.

TOOLS & TECHNICAL SKILLS

Design Tools: Figma (Advanced), FigJam (Advanced), Adobe XD, Adobe Photoshop, InVision, Spline 3D, Adobe Illustrator

Front-End Knowledge: HTML5, CSS3, JavaScript, Bootstrap, Responsive Design

Methodologies: Agile, Scrum, Design Thinking, Lean UX

AI Tools: Figma AI, Claude, Stitch, Prompt Engineering for UI/UX

EDUCATION

Bachelor of Engineering, Computer Science

PSN College of Engineering and Technology, Anna University

2012 – 2016