

Surya Arunachalam

Product Designer

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Portfolio: [Surya A | Product Designer & Engineer](#) | LinkedIn: [Surya A | LinkedIn](#)

Objective

Product Designer focused on crafting clear, considered UI and UX for real products, from research and interaction design through to polished, production-ready interfaces. Fluent working AI-augmented across the entire design workflow, using AI tools to move faster from concept to high-fidelity without losing craft or rigor. Backed by a software engineering background (2.7 years) that sharpens every design decision with a clear sense of what's technically feasible.

Experience

Freelance | Product Designer

May 2026 – Present

- Accepted into the Network of Creatives, with the standard application process waived on the strength of prior shipped work.
- Contribute as a design specialist helping shape AI models and tools within the network.
- Take on selected freelance product design engagements, partnering directly with founders end-to-end research through to shipped interface.
- Integrated AI across the daily design workflow - Figma Make and Google Stitch for UI generation and rapid prototyping, Claude for design critique, UX copy, and research synthesis, to move from concept to high-fidelity faster without cutting corners on craft.

HCL GUVI Certification Program | UI/UX Design Projects

Aug 2025 – Apr 2026

- Trained in and practiced the complete end-to-end UX design process, from discovery and research through ideation, prototyping, testing, and iteration.
- Applied user research and information-architecture methods, interviews, personas, empathy/journey mapping, user flows and site maps, to inform UI and UX decisions.
- Designed Zendo, a productivity app, conducted user interviews, built personas and journey maps, created wireframes and high-fidelity Figma prototypes that streamlined core task flows and reduced friction.
- Built Shift, a career transition platform with cross-platform responsive design (web + mobile), applying persona-driven information architecture for seamless multi-platform UX.
- Designed Knot, Maze testing with 10 participants revealed a 21.1% misclick rate on Family Graph (buried under Profile, absent from primary nav); resolved with contextual coach marks, resulting in faster task completion, reduced misclick behavior, and a measurably better first-time experience.
- Conducted moderated and unmoderated usability testing with 20+ participants using Maze; synthesized qualitative and quantitative feedback into actionable design iterations.
- Built and maintained reusable Figma component libraries for visual consistency, scalable design systems, and clean developer handoff.

- Contributed to a large-scale POS application deployed across 2,000+ retail stores, owned backend services, performance optimization, and reliability under production load.
 - Refactored monolithic architecture into modular microservices, improving scalability and cutting deployment cycle times.
 - Developed AWS batch jobs for critical financial processes (inventory depreciation), ensuring accuracy and system reliability.
 - Enforced coding standards across the engineering team, resulting in a 40% reduction in QA bug incidents.
 - Mentored junior developers on clean code and system design; collaborated with business analysts and QA engineers on client-aligned delivery.
 - Collaborated with cross-functional teams, including business analysts and QA engineers, to align technical solutions with client needs.
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Education & Certification

HCL GUVI, UI/UX Design Certification

2025 – 2026

Focus: End-to-end Design Process · Interaction Design · Design Systems · Usability Testing

Government Arts College, Karur, B.Sc. Computer Science

2019 – 2022

Foundation in software engineering, data structures, and systems thinking

Skills & Abilities

- **UX & Product Design:** UI/UX Design, Interaction Design, Product Design, User Research, Usability Testing, Design Thinking
- **UI & Visual Design:** Wireframing, High-Fidelity UI, Prototyping, Design Systems, Component Libraries, Typography, Color Theory, Responsive Design
- **Research Methods:** User Interviews, Persona Creation, Empathy Mapping, Journey Mapping, Heuristic Evaluation, A/B Testing, Competitive Analysis
- **Accessibility:** WCAG 2.1 Guidelines, Inclusive Design Principles, Screen Reader Compatibility
- **Design Tools:** Figma (Expert), Framer, Adobe Creative Suite, Maze, Miro, Affinity, Notion
- **AI Design Workflow:** Figma Make, Google Stitch, Recraft, Antigravity, Claude (Anthropic), Claude Code - integrated across research, Claude Design, UI generation, prototyping, and critique
- **AI-First Design:** Conversational UI, Adaptive Interfaces, AI Onboarding Flows, Prompt-Driven Prototyping, AI Workflow Integration
- **Engineering (Design Advantage):** JavaScript, Typescript, React.js, Node.js, Next.js, GSAP, Three.js, HTML/CSS, REST APIs, AWS, System Design, Microservices, PostgreSQL
- **Soft Skills:** Cross-functional Collaboration, Developer Handoff, Stakeholder Communication, Mentoring, Problem Solving

Achievements

- Winner, Google Stitch Challenge (Contra) - designed and shipped a broadcast-grade, 6-page FIFA World Cup 2026 dashboard covering 104 fixtures and animated player cards, generated entirely in Google Stitch and driven programmatically via MCP.
- Winner, Best AI Product - Nori Mother's Day AI Challenge (438 community votes), solo-designed and built Waaah, an AI baby-cry interpreter.