

L A J A P A T H Y K O D I R A M A N

Lead UX & UI Product Designer | 18+ Years
Fintech, E-Commerce, Banking, SaaS & Enterprise Platforms



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DESIGN TOOLS

- Figma
- Adobe XD
- Sketch
- InVision
- Zeplin
- Axure
- Illustrator
- Photoshop
- After Effects
- Coreldraw
- Principle
- Flinto
- Framer
- Lottie

TECHNICAL

- HTML/CSS Basics
- Design System
- Responsive Web
- WCAG 2.1

METHODOLOGIES

- Agile/Scrum
- Design Thinking
- Lean UX
- Confluence

RESEARCH

- Usability Testing
- User Interview
- User Persona
- User Research
- User Strategy
- User Flow
- Competitive Analysis
- Market Research
- Card Sorting
- Affinity Map
- Empathy Map
- Journey Map
- Information Architecture

Strategic Lead UX Designer with 18+ years of experience delivering design excellence and user-centered digital transformation across **banking, fintech, SaaS, and enterprise ecosystems**. Proven success in **leading multi-disciplinary design teams, establishing scalable design systems**, and embedding design thinking frameworks across organizations. Adept at aligning **CX strategy** with business KPIs, improving efficiency, accessibility, and engagement across omni-channel digital products.

Experienced in **designing and governing enterprise-scale** systems for leading financial institutions in **UAE, South Africa, and the US**, driving measurable results in **conversion (+64%), efficiency (+55%), and accessibility compliance (+60%)**.

CORE COMPETENCIES

- **Design Leadership & Team Management** (Led 25+ global designers)
- **Enterprise UX Strategy & CX Transformation** (Banking & Fintech)
- **Scalable Design Systems Governance** (Figma, Sketch)
- **Service Design & Journey Mapping**
- **Accessibility (WCAG 2.1) & Inclusive Design**
- **UX Research, Testing & Data-Driven Design Decisions**
- **Agile Product Development & Stakeholder Collaboration**
- **RFP Solutioning for Enterprise Clients**

KEY ACHIEVEMENTS

- **Led UX transformation for a major African and US banks** — established an enterprise Figma-based design system for 15+ products, cutting design-to-dev time by 30%.
- **Championed accessibility-first digital banking experience** — achieved 60% reduction in accessibility-related issues.
- Scaled and mentored **global design team (25+)** across **US, UAE, Africa & Asia**; embedded UX governance and best practices.
- Redesigned **Fintech fraud analytics platform** — simplified complex dashboards, improving efficiency by 55%.
- Drove measurable product outcomes: **64% lift in conversions, 45% drop in user errors**.
- Delivered **pre-sales design leadership** that helped secure multimillion-dollar enterprise deals.

DOMAINS

- Banking
- Fintech
- e-Commerce
- SaaS
- Telecom
- Government

- **Facilitated 50+ executive stakeholder workshops**- aligning business objectives with design strategy across financial services and other projects.
- **Enterprise Design System Leadership**- Built and governed a **Figma-based design system** for Leading Bank in South Africa, standardizing components across **15+ B2B financial products**, reducing iteration time by **30%**.
- **Complex Problem Solving**- Redesigned leading **Fintech's fraud detection dashboard**, simplifying complex data into intuitive visualizations that reduced user errors by **45%** and improved task efficiency by **55%**.
- **Agile Collaboration**- Led **design thinking workshops** with cross-functional teams to align UX goals with business objectives, accelerating product launches by **25%**.
- **Accessibility Advocacy**- Implemented **WCAG 2.1 standards** across America's leading banking mobile app, reducing accessibility complaints by **60%** and enhancing inclusivity for enterprise clients.
- **User Research Integration**: Conducted **100+ user interviews** to refine SaaS product flows, increasing adoption by **35%** in B2B markets.

KEY SKILLS

- User-Centered Design Methodologies
- Wireframing & Prototyping (Figma, Sketch, XD, Axure)
- User Research & Usability Testing
- Information Architecture & Journey Mapping
- Responsive Design (Desktop, Tablet, Mobile, IoT)
- Agile/Scrum Development
- HTML5, CSS3, JavaScript (Basic)
- Accessibility Compliance (ADA)
- Design Thinking Workshops
- Data-Driven Design (A/B Testing, Metrics Analysis)
- Stakeholder Communication & Storytelling

PROFESSIONAL EXPERIENCE

- ◉ **SENIOR PRODUCT DESIGNER** | APR 2018 – PRESENT
ZENSAR TECHNOLOGIES | JOHANNESBURG, SOUTH AFRICA

- **Led design strategy** for fintech & enterprise products in **US, Europe, UAE, Middle East & Africa**.
- **Owned end-to-end product design lifecycle** from research, design, validation, delivery.
- **Scaled a design system governance model** ensuring brand & accessibility compliance across 55+ apps.

- **Partnered with CXOs** to present vision, strategy, and ROI-driven design outcomes.
- **Mentored global design teams (25+)**, embedding design thinking and agile best practices.
- **Enabled pre-sales success** by co-owning solution design and driving client trust in product UX vision.
- **End-to-End Product Leadership:** Spearheaded design for **Fintech and cross-platform applications**, from user research to pixel-perfect UI delivery, aligning with visual precision.
- **UI/UX Balance:** Delivered **UX strategy** (user flows, personas), boosting engagement by 30% and **UI-focused solutions** (high-fidelity prototypes, design systems).
- **Design Systems:** Created a reusable component library, reducing iteration time by 40% and ensuring consistency across 10+ products.
- **Client Collaboration:** Partnered with leading Fintech to redesign a payment and insurance portal, enhancing usability by 72% and transaction speed by 25%.

◉ **SENIOR UX/UI DESIGNER** | AUG 2014 – NOV 2017

ZENSAR TECHNOLOGIES | PUNE, INDIA

- **User Journey Translation:** Redesigned **e-commerce portals** using wireframes and prototypes, boosting conversions by **64%**.
- **Accessibility Testing:** Implemented **inclusive design practices**, aligning with telecom-level compliance standards.
- **Cross-Platform Design:** Delivered UX solutions for **web, mobile, and IoT platforms**, increasing feature adoption by **35%** across **5M+ users**.
- **Business Context Alignment:** Partnered with product managers to integrate user insights into **revenue model**, driving a **64% increase in conversions**.
- **Information Architecture:** Restructured navigation for **leading enterprise portal**, improving task success rates by **40%** through intuitive user flows and wireframes.
- **Cross-Functional Mentorship:** Guided **25+ designers** in design thinking and UX/UI best practices, enhancing team output quality.

◉ **GRAPHIC & WEB DESIGNER** | JUN 2006 – JUL 2014

OLYMPIC MEDIA | MADURAI, INDIA

- Delivered responsive web designs optimized for performance, improving page load speeds by 35%.
- Collaborated with marketing teams to create data-driven digital campaigns, increasing customer engagement by 82%.

EDUCATION & CERTIFICATIONS

- **M.Sc. Software Engineering** | Madurai Kamaraj University (2001–2006)
- **IxDF Certified Interaction Designer** with **40+ Certifications**
- **Agile Certification** | LinkedIn Learning (2023)