

Sriram Venkatassamy

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Senior UX designer with 6+ years of designing enterprise, Design systems, and AI-driven products end-to-end, from research and systems thinking to rapid prototyping and shipping. Currently focused on agentic AI experiences, designing for trust, safety, and responsible deployment.

SKILLS

UX Research: User Interviews, Contextual Inquiry, Ethnographic Research, Surveys, Usability Testing, Cognitive Walkthroughs, Heuristic Evaluation, A/B Testing, Eye-Tracking Studies, Heatmaps, Thematic Analysis, Sentiment Analysis, Statistical Analysis
Strategy & Synthesis: Persona Creation, Journey Mapping, User Flows, Information Architecture, Systems Thinking, Design Thinking, Design Sprints, KPI-Driven Design, Workflow Optimization
Product & Interaction Design: Product Design, Interaction & UI Design, Visual Design, Graphic Design, Motion Design, Wireframing (Low-Fi, Hi-Fi), Rapid Prototyping, Data-Rich Application Design, XR & Spatial Design
AI & Emerging Experiences: AI-Powered Product Design, Agentic UX, Conversational UX, Explainable AI (XAI), Adaptive UI Interactions, Generative AI Optimization, Responsible AI Principles, AI Ethics in UX, AI Automation
Design Systems: Figma Libraries, Component Specs, Semantic & Primitive Tokens, Usage Guidelines, UX Playbooks, Localization-Ready Component Patterns
Accessibility & Standards: Accessibility Design, WCAG 2.1 AA/AAA Validation, Global Usability Standards
Process & Collaboration: Lean UX, Agile UX, Scrum Master Expertise, Cross-Functional Teamwork, Stakeholder Communication, API Integration Collaboration

TOOLS

Design & Prototyping Figma (MCP, Variables), Adobe Creative Suite, Protopie, Axure RP, Unity
Research & Collaboration Dovetail, Optimal Workshop, Miro, Lucidchart
AI automations & Vibe-Coding Platforms Claude (Code, Design), Cursor, Codex, Antigravity, Lovable, Base44, Google AI Studio, n8n, Relevance AI, Stack AI, Airia AI
Project Management and Development: Jira, Asana, Trello, Odoo, HTML, CSS, JavaScript

EXPERIENCE

UX Architect

Unthink Inc – Texas, USA

Feb 2026 – April 2026

- Led complete product re-architecture to align **UX strategy** with business scalability and long-term growth
- Designed and deployed a high-conversion kiosk experience that directly contributed to closing new enterprise deals
- Redesigned internal **workflow systems**, reducing average task completion time from 15 minutes to 6 minutes
- Improved active project retention rate by 30% through streamlined UX and **optimized system architecture**
- Built and implemented a scalable **design system** and comprehensive style guide to increase design consistency and development velocity
- Partnering with product and engineering leadership to elevate UX maturity and product vision

AI Solutions Manager

Arcovo AI – New York, USA

Aug 2025 – Feb 2026

- Led end-to-end AI automation projects using **Agile methodology**
- Consulted clients with an **AI strategy** session, translating business requirements and pain points into technical specifications
- Designed AI agent architectures aligned with operational KPIs
- Served as primary client contact from post-sales through Go-live, supporting adoption, **stakeholder communication**, and post-implementation optimization
- **Automated sales pipeline** workflows, reducing processing time from 3 hours to 20 minutes (85% reduction)
- Delivered 25–40% reductions in manual effort across client reporting and operations using AI automations
- Managed QA and deployment of 50+ AI automation workflow implementations

UX Researcher

State University of New York – New York, USA

Feb 2024 – Aug 2025 | Part-time position

- Led development of SOAI (agentic assistant chatbot), reducing system latency by 70%
- Designed **user/system flows for agentic AI**, improving administrative workflow efficiency
- Designed a marketing dashboard, reducing analysis time by 50%
- Conducted **usability testing** that secured funding for AI initiatives
- Designed and maintained the CSTEP website and digital content across all platforms, including social media, **growing engagement by 30%**.

User Experience Designer

Galaxy UX Studio – Tamil Nadu, India

Jan 2022 – Oct 2022 | Full-time position

- Led **end-to-end design** for a QA dashboard, which improved quality processes and reduced error rates
- **Conducted heuristic evaluations** for over 100+ digital products, which helped secure new clients
- Developed **design systems** that streamlined workflows and improved team efficiency

Product Designer

Laminex – Melbourne, Australia

Mar 2019 – Dec 2021 | Contract position

- Implemented targeted **quality assurance** initiatives that reduced reject rates by 70%, resulting in significantly improved product quality, higher customer satisfaction, and increased cost efficiency.
- Led the refinement of **master designs**, collaborated with the engineering team on lab testing to uphold product quality

ADDITIONAL UX VOLUNTEERING ENGAGEMENTS

User Experience Consultant

Kenwood University of New York Campus Association – New York, USA

April 2026 – Present

- Designed and implemented a unified digital design system to modernize the organization's digital presence.
- Revamped the university website using system-driven UI architecture to ensure consistency and scalability.
- Consulted leadership on AI integration strategy across their digital platforms.
- Designed and deployed AI agents using N8N, reducing operational workload from 6–8 hours to 20 minutes.

EDUCATION

- **M.A., Human Computer Interaction**

State University of New York, Oswego, New York | GPA: 3.96
2023- 2025

- **M.Des., Interaction Design**

Monash University, Melbourne, Australia | GPA: 3.067
2016-2018

- **B.Tech., Information Technology**

Sri Manakula Vinayagar Engineering College, Tamil Nadu, India | CGPA: 7.9
2011-2015

RESEARCH

- Understanding Gen AI Tools and Usage in the Education Sector: Responsible AI Practices

LEADERSHIP

- Mentored students to build their design
- Conducted design thinking sessions for design professionals
- Coached junior designer to prepare case studies
- Served as president for the student org – Human Computer Interaction Organization
- Co- organizer for Google Developer Groups, SUNY Oswego on campus

CERTIFICATION

- Google UX certification
- Google Responsible AI certification
- CITI Program – Social Behavioral Research
- AI Product Management