Suremy Rahugnanam | Product Designer

Portfolio | LinkedIn | suremy.rahu@gmail.com | Brampton, Ontario | 416-801-9254

SUMMARY

Versatile Product Designer with 3+ years of experience in Healthtech, Edtech, and sustainability sectors within nonprofit and startups. Skilled in UX/UI design, user research, and cross-functional collaboration within Agile teams. With a background in Business Administration and HR Management, I bridge business strategy with user needs—translating insights into impactful, user-centered designs that consistently achieve a 95%+ task success rate and drive an average 5% increase in user retention.

WORK EXPERIENCE

Product Designer

Freelance | Remote | Mar 2022 – Present

- **UX Leadership:** Utilized Figma, usability testing, and iterative feedback to design and implement end-to-end user experiences that improved engagement and usability across responsive platforms.
- **Accessibility:** Led a team of 5 designers to create an ADHD-friendly math app, Mindful Minds, prioritizing inclusive design and aligning with WCAG guidelines. Developed reusable UI components and 3-way user flows to support diverse cognitive needs, resulting in a 100% task completion rate during usability testing.
- **Agile Methodology:** Led the redesign of, Earth Hero, a mobile sustainability app's information architecture during the final 30% of the project, leveraging research and insights to optimize content hierarchy and user flows—achieving 100% user satisfaction in usability testing and improved user retention from 46% to 50%; strategically owned the product roadmap, facilitated Agile sprints in Jira, and aligned cross-functional teams to ensure timely, high-quality delivery.
- **Research:** Conducted surveys and user interviews with 50+ participants to uncover data access and trust challenges in a blockchain-based healthcare platform, *MyDok*. Translated insights into secure, user-centered UX solutions for providers and patients, delivering user flows, wireframes, and specs that supported decentralized data exchange.

UX/UI Designer

Sai Dham Food Bank | Etobicoke, ON | Sep 2023 - Sep 2024

- **Conversion Rate Optimization:** Redesigned and optimized fundraising websites and apps using end-to-end product design, resulting in a 11% increase in website engagement and 5% increase in donations by promoting the new designs through a targeted advertising strategy.

- **User Research:** Conducted 15+ user interviews and 30 surveys to gather feedback, followed by prototype testing to validate design solutions that identified customer pain points and informed data-driven design decisions, streamlining the user experience.
- **Cross Functional Collaboration:** Collaborated with developers, product managers, and project managers to align digital strategies with organizational goals by presenting ideas, gathering feedback, and reviewing proposals, while leveraging daily stand-ups and project management tools like Monday.com and Jira to meet urgent deadlines.
- **Data-Driven Design:** Studied Google Analytics to analyze data and identify optimization opportunities, designing social media posts and campaigns that led to a 27% increase in post and profile interaction and measurable improvements in user experience.

Technical Recruiter

Tundra Technical Solutions | North York, ON | Nov 2019 - Apr 2021

- **Stakeholder Communication:** Strengthened cross-functional collaboration by establishing clear communication channels between candidates, clients, and internal teams, resulting in faster feedback loops and improved candidate experience.
- **User Insight Gathering:** Facilitated structured candidate interviews to gather insights on user skills and cultural fit, delivering actionable feedback to hiring teams to support informed, bias-reduced decisions.

EDUCATION

Bachelor of Business Administration, Major in Human Resources Management

Brock University | St. Catharines, ON

User Experience Design Certificate

DesignLab | Remote

SKILLS

User Persona | Journey Mapping | Storyboarding | Visual Design | Design Systems | A/B Testing | Design Principles | High-Fidelity Design | AODA | Customer-first Mindset | UI Patterns | Design Critiques | Feedback Iteration | WCAG Guidelines | Social Media Marketing | Video Editing | Marketing Materials

TOOLS

Figma | FigJam | Webflow | Adobe Creative Suite | Miro | Whimsical | Zeplin | InVision | Jira | Trello | LighthouseAxe | DevTools | HTML & CSS | Photoshop | Illustrator | Instagram | TikTok