Sruthi Sundararajan

Senior Product Designer

🌐 www.sruthisundararajan.design

📞 +91 8122950804 • ✉ sruthisundararajan456@gmail.com • 📍 Bangalore, India • in www.linkedin.com/in/sruthisundararajan

ABOUT ME

Product Designer with **5+ years** of experience crafting intuitive digital experiences across web and mobile. Skilled in UX/UI, interaction design, and product strategy, with a current focus on building AI bots and scalable systems. With a background in architecture, I blend physical and digital thinking to craft seamless, user-centered solutions. Experienced in leading end-to-end user journeys and 0–1 product launches with focus on usability and impact.

EDUCATION

CERTIFICATE IN USER EXPERIENCE DESIGN
UX Mint, Chennai, India
2020-2021

CERTIFICATE IN IMAGE-ABILITY IN DESIGN AND VISUAL COMMUNICATIONS
Delft University at Delft, Netherlands
2020

B.ARCH- ARCHITECTURE & DESIGN
Anna University, Chennai, India
2014-2019

TOOLS

- Figma
- Adobe Illustrator
- Adobe Photoshop
- Procreate
- Miro
- Framer
- Webflow

WORK EXPERIENCE

SENIOR PRODUCT DESIGNER — Freshworks
August 2022 – Present

- Leading the end-to-end design of **AI Agents** within the Customer Service Suite, empowering businesses to automate and scale conversations efficiently.
- Spearheaded a modular dashboard redesign with accessible, action-oriented widgets to help cross-functional teams monitor real-time performance.
- Driving **accessibility-first design** by developing scalable component design system aligned with WCAG standards.
- **Winner – Freshworks AI Designathon 2023** for "Phishing in AI"
- **Finalist – Freshworks Hackathon 2023** for "Widget Apps", enabling seamless app experiences within widgets.

PRODUCT DESIGNER — Sheroes (Mahila Money)
April 2021 – July 2022

- Led the design of Mahila Money, a financial platform aimed at empowering women, from scratch to a successful MVP launch.
- Designed the entire app and admin dashboard, prioritizing simplicity and accessibility for diverse users.
- Conducted extensive user research and usability testing, aligning product design with community needs and business goals.

VISUAL & PRODUCT DESIGNER — Mastree (Unacademy)
December 2020 – March 2021

- Worked on defining the visual identity and digital presence for a creative startup, combining visual storytelling with functional product design.

SKILLS & EXPERTISE

- User Research & UX Strategy
- Accessibility Design
- Cross-Functional Collaboration
- Design Systems & Libraries
- End-to-End Product Design
- Microinteractions
- Rapid Prototyping
- Usability Testing
- Information Architecture