

# SIDDHARTH RATHOD

## Senior UI/UX Designer · Product Design & AI-Agent Orchestration

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### PROFESSIONAL SUMMARY

Senior UI/UX & Product Designer with 6+ years leading end-to-end design across Fintech, Telecom, Procurement Intelligence, and AI-powered Surveillance. Known for turning complex business requirements into scalable, human-centered design systems, and for pairing that craft with AI-agent orchestration (Claude, Flowise workflows, generative tooling) to cut iteration time by ~30% without compromising quality. Experienced in leading design strategy, mentoring designers, running workshops, and shaping design culture within agile product organizations.

### CORE COMPETENCIES

- UI/UX Design
- Product Design Strategy
- Stakeholder Management
- Experience Optimization
- Agile / Scrum Methodologies
- Visual Design & Branding
- AI-Agent Orchestration
- Human-Centered Design
- Interaction Design
- Prototyping & Wireframing
- Product Vision
- User Research & Testing
- User Journey Mapping
- Design Systems & Heuristic Evaluation

### TECHNICAL SKILLS

**Design Tools:** Figma, Adobe XD, Sketch, Illustrator, Photoshop, InVision, Lightroom

**Front-End Technologies:** HTML, CSS, React.js, React Native

**AI / Generative & Agent Orchestration:** Claude (Code, Artifacts, Projects), Flowise (AI Agent Workflows), ChatGPT, Gemini, Flowstep, Google Stitch, Figma Make, DeepAI, OpenArt AI, Galileo AI

**Analytics & Monitoring:** Google Analytics, Pagesense, Hotjar

**Productivity & Collaboration:** Google Workspace, Google Forms, Docs, Sheets, Slides

**Content Platforms:** Content Management Systems (CMS)

### WORK EXPERIENCE

#### Senior UI/UX Designer (Product Designer) | Appiness Interactive Pvt. Ltd., Bengaluru *Apr 2022 – Dec 2025*

- Led end-to-end UI/UX design across 12+ digital products including B2B SaaS platforms and complex enterprise applications, spanning user research, information architecture, wireframing, prototyping, and usability testing.
- 3 years of experience mentoring and managing UX teams; 4 years of experience engaging with global cross-functional teams.
- Directed AI-agent orchestration across the UX lifecycle — leveraging Claude, Flowise workflows, and generative AI tooling to automate repetitive design tasks, reducing design iteration time by approximately 30% and improving overall design quality.
- Designed intuitive, user-centric interfaces for enterprise products such as procurement intelligence platforms, AI-powered surveillance systems, traffic management solutions, and prepaid card ecosystems — serving 5+ major clients across 4 industries.
- Owned and iterated the design lifecycle by evaluating feedback, running A/B tests, and continuously improving user experience, contributing to measurable improvements in task completion rates.
- Collaborated with cross-functional stakeholders across 3+ concurrent product streams to translate complex business requirements into effective visual and interactive solutions.

- Partnered with engineering teams of 10+ developers to validate feasibility, ensure accurate implementation in HTML and CSS, and maintain design quality across development cycles.
- Supported product planning by contributing to feature prioritization, workflow enhancements, and roadmap decisions across quarterly release cycles.
- Transformed market insights, competitive analysis, and behavioural research into actionable design concepts and hypotheses.
- Established design frameworks and UX principles that ensured consistency across 5+ product lines and evolving platform ecosystems.
- Defined information architecture and user flows that reduced cognitive load and increased task success across complex digital journeys.
- Evolved the visual language including typography, iconography, colour systems, and component standards to reinforce brand identity.
- Conducted heuristic evaluations and expert usability reviews to identify user experience gaps and prioritise improvement opportunities.
- Incorporated accessibility best practices and WCAG-compliant design principles across enterprise web and mobile experiences, improving usability, contrast clarity, keyboard navigation readiness, and inclusive interaction patterns for diverse user groups.
- Presented design rationale, workflows, and prototypes to executives, product owners, and clients to secure alignment on direction and outcomes.
- Managed stakeholder expectations by balancing business constraints, technical feasibility, and user needs while maintaining design integrity.
- Contributed to roadmap planning, feature scoping, and release definition by representing customer experience considerations.
- Mentored 5 junior designers and guided teams to deliver high-quality, data-driven design solutions.

### Senior UI/UX Designer | UI/UX Designer & React Developer | Optimal IT Solution, Patna *Dec 2019 – Mar 2022*

*Growth path: UI/UX Designer & React Developer (2019–2020) → Senior UI/UX Designer (2020–2022)*

- Developed UX strategies and user experience designs for 8+ mobile applications and transactional web platforms, grounded in comprehensive user research, persona development, and usability evaluation.
- Designed end-to-end user journeys, wireframes, interactive prototypes, and high-fidelity UI for Android and iOS applications, delivering pixel-perfect screens across 10+ app modules.
- Applied platform-specific standards such as Material Design and Human Interface Guidelines to ensure compliance, accessibility, and optimized mobile usability.
- Executed UI development leveraging React.js and React Native, bridging design and engineering requirements to deliver responsive and scalable interfaces.
- Created intuitive UI components and screen architectures that enhanced navigation clarity, reduced friction, and improved interaction quality across devices.
- Led UX and front-end execution for an online financial platform including secure banking flows, payments, dashboards, and onboarding — covering 15+ key user flows.
- Collaborated closely with engineering teams of 5+ developers to deliver responsive, pixel-perfect interfaces with smooth interactions.

### IT Recruiter | INA Solution, Patna

*Sep 2015 – Dec 2015*

- Managed end-to-end IT recruitment processes including sourcing, screening, and coordinating interviews for technical roles.

## KEY PROJECTS

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**PayPlus (Comviva):** Digital payments platform enabling secure, cashless transactions via prepaid instruments, wallets, and merchant integrations.

**PayPlus Merchant Portal (Comviva):** Centralized dashboard for merchant payment management, real-time transactions, settlements, reconciliation, and reporting.

**Mobiquity (Comviva):** Mobile wallet and financial-services platform enabling money transfers, bill payments, merchant payments, and digital financial services.

**Mobiquity Unified Payment Module (Comviva):** Centralized payment layer supporting seamless processing across wallets, cards, and bank channels.

**Pecto (Comviva):** Corporate prepaid-card solution enabling employee card issuance, controlled spending, merchant partnerships, and targeted benefits.

**Upply (Beroe):** Procurement intelligence platform delivering market insights, supplier intelligence, and data-driven sourcing decisions.

**Nearshore (Beroe):** Procurement consulting and analytics solution supporting nearshoring strategies to enhance supply-chain resilience.

**Traffic Management System (Videonetics):** AI-enabled, end-to-end solution for real-time traffic monitoring, automated violation detection, and intelligent traffic flow optimization integrating video analytics.

**Manipal Community Connect (Manipal Hospitals):** Digital engagement platform connecting employees, alumni, and stakeholders for networking and collaboration.

**Facial Recognition System (Videonetics):** AI-driven biometric identification platform for real-time and recorded video-based security and surveillance.

**Video Management System (Videonetics):** Enterprise-grade surveillance and video analytics platform for large-scale security environments.

**NexaiQ (Soterix):** Cross-platform IoT and device management system with real-time, self-learning AI capabilities.

**GetSetGo.App:** Operations management mobile application for sports academies, streamlining administration, scheduling, and daily workflows.

**Aura:** Gold-focused micro-investing and savings app enabling users to buy, sell, and manage digital gold on iOS.

**ThaarMaar:** Mobile brain game designed to challenge cognitive skills and test IQ.

**IGDC Website:** Website redesign for South Asia's premier game developer conference, supporting sessions, expo, networking, and industry showcases.

**Appiness Website:** Website design revamp for appinessworld.com.

**Bajaj Auto Website:** Website redesign pitch proposal that was shortlisted and selected.

## EDUCATION

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**Master of Computer Applications (MCA)**

2019

*Anugrah Narayan College, Patna*

**Bachelor of Computer Applications (BCA)**

2015

*St. Xavier's College of Management & Technology, Patna*

## CERTIFICATION

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- Global Navigation Satellite System (GNSS) — Indian Institute of Remote Sensing (IIRS)

## ADDITIONAL INFORMATION

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**Languages:** English, Hindi

**Preferred Location:** Bengaluru or Remote

**Soft Skills:** Team Leadership, Communication & Collaboration, Planning & Innovation, Decision-Making, Creative Problem-Solving