

# THANGARAJAN TJ

Senior UI/UX Designer

+91 - 99622 36932

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 [thangarajan.in](https://thangarajan.in)



“Design is not just what it looks like and feels like. Design is how it works  
- Steve Jobs

## EDUCATION

### Graduation

2006 - 2009

### Bachelor of Electronics & Communication Science

University of Madras, Chennai, India

## EXPERIENCE

### UI/UX Consultant

May 2025 - June 2025

### V-Accel AI Dynamics Pvt Ltd

Redesigned a SaaS platform called IRMS, used to manage student records for educational institutes for administrative purposes. Completed a full redesign of the application from scratch, including typography, color theory, interactive prototyping, and component design.

### Senior UX Designer

Sep 2024 - Oct 2024

### Tarkiz Infotech

A powerful website builder crafted specifically for development teams, streamlining the process of designing and developing client websites. More than just a builder, it's a fully customizable platform that empowers users to create diverse site types—whether eCommerce stores, blogs, or portfolios—tailored to their unique vision and preferences

### Senior UX Designer

June 2023 - Dec 2023

### Quess Corp

Designed a SaaS platform for a Dubai-based security agency that provides security guards to meet the needs and requirements of their clients. The agency maintains a diverse pool of qualified security guard profiles, which are shared with clients for approval. Communication between the security agency and clients is two-way. Additionally, the manager validates the security guards' attendance and generates invoices accordingly. Each user role follows a distinct user flow and task process

### UX Specialist

Mar 2018 - Sep 2022

### Cognizant Technology Solutions, Chennai, India

Designed an app for an integrated platform accessed by users, featuring a dashboard for users to view and edit their personal details. As a team, we worked on redesigning existing UIs to better adapt to Android and iOS for web and mobile applications in a SaaS environment

### Application Support

Jun 2014 - Feb 2018

### Cognizant Technology Solutions, Chennai, India

In my role as an L1.5 Application Support Engineer, I focused on improving customer support efficiency through cross-functional collaboration with development and infrastructure teams to resolve recurring issues. I also led the development of root cause analysis reports, process documentation, and training materials to drive operational excellence.

### AD op's Specialist

Feb 2010 - May 2014

### Cognizant Technology Solutions, Chennai, India

Contributed to comprehensive AD inventory management for client websites such as MTV, VH1, Comedy Central, and Nickelodeon. I managed ad inventory forecasting, processed sales orders, and efficiently trafficked campaigns within DFP. Handling a variety of ad formats, including banners, text, flash, and rich media, this project enhanced my understanding of digital media jargons.

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## WORKS

### IRMS

Student Records Management

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#### Responsibilities

- Developed comprehensive style guides and reusable design components to ensure consistent branding and efficient design workflows
- Designed and maintained interactive prototypes, clearly communicating user flows and concepts to stakeholders and developers
- Created complex data tables and optimized for clarity and built intuitive multi-step workflows and defined multiple UI states (default, hover, clicked, disabled) for seamless user interactions.
- Authored detailed documentation and guidelines to support effective collaboration and smooth handoff to development teams
- Redesigned the student data management process by reducing unnecessary steps and optimizing navigation, resulting in a 45% reduction in task completion time for administrators.

#### Responsibilities

- Designed and developed a customizable website builder that allows users to create various types of websites — including eCommerce stores, blog sites, and portfolio websites — fully tailored to their preferences.
- Conducted competitive and feature analysis against leading platforms like Shopify, identifying gaps and opportunities for improvement.
- Added tooltips and contextual guidance to make the website builder more understandable for first-time users, improving onboarding and usability.
- Introduced new components and templates such as multiple Hero section layouts, social proof modules, enhancing conversion-driven design.
- Optimized the design-to-publish workflow, reducing steps by 35%.

#### Responsibilities

- Conducted contextual research to understand user needs and preferences.
- Created multiple concept sketches and developed a presentation, to facilitate rapid ideation and feedback loops
- Performed user flow analysis, task flow, information architecture, customer journey mapping, heuristic evaluations, and created style guides and high-fidelity prototypes.
- Simplified complex approval and attendance workflows by reducing the number of user steps, making staff deployment and approval processes 40% faster

#### UX Specialist

- Conducted contextual research to understand fundamental requirements of user needs to achieve their goals.
- Mapped out user journey & Card Sorting techniques to understand how users engage with a product or service and the contexts in which they use it.
- Defined information architecture to streamline user journeys.
- Focused on designing streamlined login screens and simplifying the login process through Single Sign-On methods and magic links with 2FA.

### Tarkiz WebCrafter

Website Builder

### INVEST 56 (Intranet Site)

People Management Application

### Associate 360

User Dashboard

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## SKILLS

### Design

UI/UX Design · Interaction Design · UI Components · Responsive Design · Design Systems · Prototyping · Information Architecture · Design Strategy ·

### Research

User Research · Usability Testing · Heuristic Evaluation · Quantitative Analysis · Competitor Analysis · Journey Mapping ·

### Leadership

Cross-functional collaboration · Problem Solving · Design Thinking · Stakeholder Management · Documentation · Process Improvement ·

### Front-End

HTML · CSS · Javascript ·

## TOOLS

Figma · Miro · Notion · Photoshop · illustrator