AJAY SURYA

Product / UX Designer | Enterprise & AI-Driven Experiences

Bengaluru, India | +91 9629517550 | ajaysur28@gmail.com
LinkedIn: linkedin.com/in/ajthedesigner | Portfolio: ajaysur28.wixsite.com/mysite/ui-ux-design

PROFESSIONAL SUMMARY

Product and UX Designer with 5+ years of experience across enterprise platforms, B2B SaaS, and AI/ML-powered tools. Currently own end-to-end UX for internal AI-assisted enterprise products at Apple India, translating complex workflows and data-rich interactions into clear, adoption-ready experiences. Skilled in discovery, user research, usability testing, interactive prototyping, design systems, and stakeholder communication, with a consistent record of driving design decisions from concept through engineering handoff.

EXPERIENCE

UX Designer *Feb 2022 – Present*
Apple India Pvt. Ltd. (Via Adecco) *Bengaluru, India*

- Own end-to-end design for internal AI/ML-powered enterprise tools, from discovery and workflow mapping through prototyping and shipped UI.
- Translate complex processes and user behavior insights into data-informed experiences that drive adoption and rollout.
- Partner with product managers and engineering across concurrent initiatives, presenting design rationale and driving UX decisions independently.
- Plan and conduct user research and usability testing using qualitative and quantitative methods to validate design concepts.
- Build design systems-driven interfaces and reusable Figma components for data-rich interactions, improving consistency and dev handoff.
- Collaborate with engineers through implementation, clarifying interaction states and edge cases to protect usability and quality.
- Identify UX gaps and advocate for design-led improvements; mentor junior designers through critiques and shared design standards.

Marketing Designer *Feb 2021 – Feb 2022*
Ambalal Group of Companies *Vellore, India*

- Designed user-centered websites, landing pages, and internal tools that translated business goals into clear digital experiences.
- Collaborated cross-functionally to align design execution with stakeholder priorities and usability standards.

Designer *Jan 2020 – Jan 2021*
House of Cult *Bengaluru, India*

- Designed digital interfaces and engagement assets, applying UX principles to improve clarity, hierarchy, and usability.

ADDITIONAL EXPERIENCE

Freelance Designer (UX, Product, Visual) *Jul 2017 – Feb 2022*
Self-Employed *Bengaluru, India*

- Deliver UX, product, web, brand, and visual design for diverse clients, balancing user needs, business goals, and speed.
- Manage engagements end-to-end, from brief and concept development through execution and design handoff.

SKILLS & TOOLS

Product & Interaction Design: Product Design, UX/UI Design, Enterprise UX, B2B SaaS, AI/ML-Powered Interfaces, Data-Rich Interfaces, Information Architecture, Design Systems

Research & Validation: User-Centered Design, Workflow Discovery, User Research, Usability Testing, Qualitative & Quantitative Methods

Prototyping & Visualization: Interactive Prototyping, Wireframing, Data-Rich Interface Design, Information Visualization, Data Storytelling

Collaboration & Delivery: Stakeholder Presentations, Design Rationale, Product & Engineering Partnership, Cross-Functional Collaboration, Design-to-Development Handoff

Design Tools: Figma, Sketch, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe Premiere Pro

Data & Web (Developing): Tableau, SQL, Python/Pandas, HTML, CSS, JavaScript

EDUCATION

Executive MBA – Business Analytics & Digital Transformation *In Progress*
PES University, Bengaluru, India

Bachelor of Science, Multimedia & Animation
VIT University, Vellore, India

CERTIFICATIONS

- Enterprise Design Thinking Practitioner — IBM
- Get Your Product Used: Adoption & Appropriation — The Interaction Design Foundation
- Human-Computer Interaction — The Interaction Design Foundation
- UX Management: Strategy & Tactics — The Interaction Design Foundation