

SUBRAMANI GOPINATH

Manager

Cultivating a forward-thinking approach as a Senior UX/UI Designer, emphasizing the integration of AI technologies to create impactful digital solutions that enhance user experiences.

+91-9600186062

pgmrgopi@gmail.com

Subramani Gopinath

Works

Portfolio

PROFILE SUMMARY

- **Versatile Senior UI/UX Designer & Design Team Lead** with nearly 11 years of hands-on experience driving end-to-end design strategy for AI-powered SaaS platforms, enterprise applications, and high-impact digital products across diverse industries including EdTech, FinTech, Healthcare & Logistics.
- **Strategic thinker with a product mindset**, skilled in connecting user needs with business goals—successfully led UX revamps that boosted user engagement by 25% and improved subscription conversions by 20% through data-driven design interventions.
- Deep expertise in **user research, design thinking, usability testing, and accessibility standards (WCAG)** to create inclusive, intuitive, and high-converting digital experiences across web and mobile platforms.
- Skilled at building and scaling **design systems**, establishing UX frameworks, and fostering design culture while ensuring seamless collaboration between product, engineering, and marketing teams.
- Proven success in **leading cross-functional teams**, mentoring junior designers, and delivering scalable UI/UX solutions in Agile environments using tools like Figma, Adobe CC, JIRA, Notion, and front-end tech (React, HTML, CSS, JS).
- Skilled in leveraging **AI-driven design solutions**, 3D UI elements, and performance monitoring dashboards to enhance real-time engagement and platform efficiency, especially in learning management and CRM tools.
- Strong experience in **product lifecycle management**—from concept to execution—working alongside stakeholders to define MVPs, shape feature roadmaps and align user-centric designs with business outcomes.

CAREER TIMELINE



TECHNICAL SKILLS

- **Design & Prototyping:** Figma, Adobe CC, Sketch, Axure, Anima, Corel Draw
- **User Research:** Hotjar, MS Clarity, Typeform, Collaboration, JIRA, Confluence, Zeplin, Notion Usability Testing Maze, Lookback.io, Visual Design, Adobe Photoshop, Illustrator, AE
- **Front-End Design:** HTML, CSS, JavaScript, (JS,jQuery), Bootstrap, React.js, Angular.js, Responsive & Mobile-First Design

CORE COMPETENCIES

- UI/ UX Design
- Interaction Design
- Software Development Lifecycle
- Usability Testing
- User-Centered Design & Accessibility
- Design Review Facilitation
- Wireframing & Prototyping
- Product Lifecycle Management
- Business Requirements Gathering
- Product Roadmap Alignment
- Agile Methodologies
- Cross-Functional Collaboration
- User Engagement Strategies
- WCAG & Web Accessibility
- Branding & Visual Storytelling
- Stakeholder Management
- Design KPIs & Metrics

SOFT SKILLS

- Leadership & Strategic Thinking
- Decision-Making & Problem-Solving
- Resilience & Adaptability
- Negotiation & Persuasion
- Coaching & Mentoring
- Adaptability & Change Management
- Critical Thinking & Analytical Skills

EDUCATION

- **MCA** from Anand Institute of Higher Technology, Chennai | 2014 | 83%
- **B.Sc. in Computer Science** from S.I.V.E.T College, Chennai | 2011 | 80%
- **HSC** from C.D. Nayagam T. Nagar Hr. Sec. School, Chennai | 2007 | 54%



WORK EXPERIENCE

Jul'23 – Apr'25 | Senior UX/UI Engineer | | Crystal Delta, Chennai

Key Result Areas:

- **Led the UX design efforts** for multiple e-learning platforms, logistics portals, and content management systems, focusing on usability, accessibility, and responsive design.
- **Improved user experience** of the SkillMax AI App by integrating AI-powered insights, resulting in better user interaction & engagement.
- **Designed and developed** intuitive dashboards and performance monitoring tools for developers, enhancing data visualization and usability.
- **Examined & explored AI tools** to support design automation, helping streamline the workflow and increase design team efficiency.

Oct'21 – Jul'23 | Front-End Team Lead | Skill-Lync, Chennai

Key Result Areas:

- **Designed and developed** student CRM systems and assessment platforms with a strong focus on user experience, responsiveness, and performance.
- **Led UI consistency efforts** across products, ensuring seamless design-to-development handoff and maintaining visual and functional coherence.
- **Spearheaded enhancements** to web portal interfaces and back-end UI components, resulting in improved usability, load times, and system performance.

Mar'19 – Oct'21 | UX/UI Designer | Capgemini, Chennai

Key Result Areas:

- **Designed UI/UX solutions** for multiple Standard Chartered Private Banking projects (CuPID, PBecR, Statements, CAP), aligning design output with business goals.
- Ensured **508 accessibility compliance** and adherence to **WCAG 2.1** guidelines across all design deliverables. improving inclusivity for visually impaired users. Worked closely with developers to implement **semantic, accessible HTML/CSS**, and guided on **ARIA roles** and screen reader testing using tools like **WAVE** and **VoiceOver**.
- Actively contributed to **Agile/Scrum ceremonies** (daily stand-ups, sprint planning, retrospectives), collaborating with cross-functional teams for on-time delivery. Supported front-end development through HTML, CSS, and **JavaScript** prototypes—bridging design-to-code gaps and ensuring design fidelity in the final product.
- **Conducted user research, wireframing & usability testing** to enhance digital banking experiences & improve user satisfaction.
- **Collaborated with stakeholders** to interpret complex financial requirements into intuitive, user-centered design solutions.

Mar'17 – Mar'19 | Visual Designer | Standard Chartered, Chennai

Key Result Areas:

- **Crafted high-fidelity visual assets, marketing infographics, and internal communication collateral** to align with brand voice and enhance multi-channel engagement.
- **Engineered visually compelling presentation decks, conceptual frameworks, and branding artifacts** for enterprise campaigns and CXO-level communications.
- **Designed dynamic data visualizations and narrative-driven graphics** to optimize information architecture and drive data storytelling across executive reports and dashboards.

Jan'16 – Feb'17 | UI/UX & Web Designer | Istrides Technologies, Chennai

Key Result Areas:

- **Designed and deployed 25+ responsive web and mobile interfaces**, optimizing usability and elevating user engagement across diverse digital touchpoints.
- **Spearheaded end-to-end branding initiatives**, including logo conceptualization, packaging design, and creation of cross-channel marketing collateral.

- **Produced data-driven infographics and visually rich assets** to support compelling storytelling and enhance content clarity in digital campaigns.

Aug'14 – Dec'15 | UI Developer | RV Matrix Software Technology Pvt. Ltd., Chennai

Key Result Areas:

- **Designed and delivered engaging visual content** including websites, mobile interfaces, marketing collateral, and social media assets, aligning with brand strategy and user expectations.
- **Collaborated with cross-functional teams** to develop user-centric designs for both digital and print media, ensuring consistency and high visual impact.
- **Produced brand-aligned assets** such as logos, packaging, infographics, and UI components to elevate storytelling and user engagement across platforms.

PERSONAL DETAILS

Date of Birth: 24th September 1989
Languages Known: English, Telugu, Tamil
Address: 38, Karunanidhi Street, Nehru Nagar, Velachery, Chennai - 600042.

ANNEXURE

SkillMax AI – AI-Powered Communication Assessment Platform

Objective: Help students improve communication skills through AI-driven evaluation and feedback.

Key Contributions:

- Designed an **AI assessment tool** that evaluates communication patterns and delivers **personalized suggestions** for improvement.
- Integrated **3D character interactions** to increase student engagement and simulate real-world conversations.
- Built an **interactive and visually intuitive UI** to present test results clearly.
- Conducted **usability testing** with target users (students) to refine feedback loops and improve engagement.

Silk Logistics – Real-Time Container Tracking Portal

Objective: Enable users to track container shipments across sea logistics proficiently.

Key Contributions:

- Developed a **real-time tracking system** with **role-based access** for logistics managers, clients, and internal teams.
- Created **data-heavy dashboards** that deliver high performance and responsiveness even with large datasets.
- Emphasized **visual hierarchy** to ensure key information (e.g., location, ETA) is instantly understandable.

Xened Learning Platform – Interactive E-Learning for Kids (Veritas Press)

Objective: Make online education fun and effective for young learners.

Key Contributions:

- Designed a **gamified learning experience** with playful UI elements and age-appropriate animations.
- Conducted **user research** with educators and students to ensure alignment with educational goals.
- Created **adaptive learning journeys** that evolve based on user progress and interaction.
- Ensured **accessibility compliance (WCAG)** for inclusivity.

JCU-AEHR – Digital Patient Record System for Nursing Education

Objective: Aid nursing students and instructors in managing patient records digitally.

Key Contributions:

- Designed **role-based dashboards** for students and trainers to monitor records, performance, and reports.
- Developed a **feedback-friendly workflow** to enable trainers to provide guidance seamlessly.
- Prioritized **healthcare UI/UX standards** for intuitive and professional design.

Subscription Model Redesign for an E-Learning Platform – Skill-Lync

Objective:

Redesigned the subscription model to boost revenue while maintaining user trust and experience.

Conflict:

Business aimed to restrict free course previews for higher revenue, while user research indicated that trial content was key to conversions.

Approach:

- Conducted stakeholder interviews to align on KPIs and user priorities.
- Analyzed session recordings via MS Clarity to identify drop-off points.
- A/B tested three models:
 - **Limited Free Preview:** First 10 minutes free.
 - **Freemium Model:** Access to beginner courses.
 - **Time-Limited Trial:** Full access for 7 days.
- Introduced a **hybrid model** combining limited previews with clear value messaging and better CTA placements.

Challenges & Solutions:

- **Business Resistance:** Overcame by proving an **18% conversion lift** with limited previews.
- **User Frustration:** Mitigated with a **discounted first-month subscription** option.

Impact:

- **20% increase in subscription conversions.**
- **15% reduction in user drop-offs at the paywall.**
- Achieved a balance between **user satisfaction and revenue growth.**