

GUNASEKARAN SUNDARRAJ

UX LEAD | LEAD UX DESIGNER | STAFF USER EXPERIENCE DESIGNER

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EXECUTIVE PROFILE

UX leader with 17 years of experience, including more than 10 years at Baker Hughes, designing complex industrial and enterprise products across desktop, web, mobile, and tablet. Combines hands-on design leadership with user research, information architecture, interaction design, wireframing, prototyping, visual design, design standards, usability validation, and developer handoff. Brings 1 year of practical AI prompting experience and works closely with product owners, stakeholders, and engineering teams throughout Agile delivery.

LEADERSHIP VALUE

- **Cross-platform UX strategy** — align desktop, web, mobile, and tablet experiences around shared user goals, workflow logic, and interaction standards.
- **End-to-end design leadership** — guide work from discovery and research through flows, wireframes, prototypes, visual specifications, validation, and implementation support.
- **Complex workflow simplification** — translate technical and industrial processes into understandable, task-focused interfaces and information structures.
- **Collaborative delivery** — partner with product owners, stakeholders, developers, and cross-functional teams in Agile environments to resolve ambiguity and sustain design intent.
- **Design quality at scale** — contribute reusable patterns, standards, and system-level consistency while remaining close to detailed interaction and visual decisions.

CORE EXPERTISE

LEADERSHIP & STRATEGY	UX METHODS	TOOLS & DELIVERY
UX Leadership & Strategy	User Research	Interaction Design
Information Architecture	Wireframing	Prototyping
Visual & UI Design	Design Systems / Standards	Usability Validation
Cross-platform Design	Stakeholder Facilitation	Product-owner Partnership
Agile UX Delivery	Developer Handoff	Implementation Collaboration
AI Prompting (1 year)	Figma	Adobe • Balsamiq

SELECTED PRODUCT PORTFOLIO

Prominent UX leadership and design contributions across:

- Rhythm Insight Review • Rhythm Review
- Xapprover ADR • Datos Xact
- InspectionWorks
- RVI Mentor • Etzel Zoom • Ultrasound Mentor

PROFESSIONAL EXPERIENCE

BAKER HUGHES | Staff User Experience Designer

Bengaluru, India | 10+ years

- **Lead user-centered design activities** for complex industrial and enterprise products, connecting user needs, product direction, and engineering constraints.
- **Own and contribute across the UX lifecycle:** research planning, user and stakeholder conversations, task and workflow analysis, information architecture, interaction flows, wireframes, prototypes, visual design, and usability validation.
- **Shape cross-platform experiences** for desktop, web, mobile, and tablet, maintaining continuity while adapting patterns to device context and workflow needs.
- **Partner with product owners and stakeholders** to clarify problems, surface priorities, frame design decisions, and build alignment around experience direction.
- **Collaborate with developers throughout Agile delivery**, providing specifications, design assets, interaction guidance, review feedback, and implementation support.
- **Advance design consistency** through reusable interaction patterns, visual standards, and system-level thinking across related products and workflows.
- **Facilitate design reviews**, mentor UI and UX team members, and lead usability-focused conversations that make risks, trade-offs, and user impact visible before and during implementation.
- **Contribute UX leadership and hands-on design** to Rhythm Insight Review, Rhythm Review, Xapprover ADR, Datos Xact, InspectionWorks, RVI Mentor, Etzel Zoom, and Ultrasound Mentor.
- **Received team awards and an individual award** for unique design contributions.

SELECTED PROJECT CONTRIBUTIONS

Rhythm Insight Review / Rhythm Review

Workflow analysis, interaction design, prototyping, stakeholder reviews, and delivery support.

Xapprover ADR / Datos Xact

Information architecture, task flows, interaction design, visual refinement, and stakeholder alignment.

InspectionWorks

Cross-functional UX work focused on inspection workflows, usability, consistency, and implementation quality.

RVI Mentor / Etzel Zoom / Ultrasound Mentor

Research, task-flow design, prototyping, visual design, and usability validation across mentor experiences.

EARLIER LEADERSHIP EXPERIENCE

GE INDIA INDUSTRIAL | Team Lead / Design & Development

- **Led design and development teams**, coordinating work across disciplines and maintaining focus on delivery expectations.
- **Supported project planning**, execution tracking, customer engagement, and cross-functional coordination.
- **Balanced hands-on design contribution** with team guidance, communication, and delivery oversight.

UX PRACTICE & DELIVERY APPROACH

- **Discover** — understand users, tasks, context, product intent, technical boundaries, and stakeholder expectations.
- **Define** — synthesize findings into experience principles, information structures, priority workflows, and decision-ready design direction.
- **Design** — create flows, wireframes, prototypes, visual interfaces, responsive behaviors, and reusable patterns across platforms.
- **Validate** — use reviews and usability feedback to identify friction, test assumptions, and refine interaction clarity.
- **Deliver** — prepare specifications and assets, collaborate with developers, review implementation, and protect the intended experience through release.

DESIGN LEADERSHIP STRENGTHS

- Creates structure in ambiguous, technically complex problem spaces.
- Moves comfortably between strategic direction and detailed interaction or visual design.
- Communicates design rationale in language appropriate for users, product owners, stakeholders, and engineers.
- Builds alignment through visible artifacts, iterative review, and practical trade-off conversations.
- Champions user-centered standards while working within real delivery constraints.

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

Design Thinking in AI

Indian Institute of Management Kozhikode | Issued May 2025

Certification of Membership

Interaction Design Foundation | Issued March 2018 | Credential ID 32 134

UX-PM Level 1

UXalliance | Issued February 2017 | Credential ID UX-PM1-0865-IN17-0029

Remote Sensing & Geoinformation Science

Indian Institute of Remote Sensing | Issued August 2015

EDUCATION & SPECIALIZED TRAINING

Bachelor of Computer Applications (BCA) | Bharathidasan University | 2001–2003

E-Castle Academy | 2007–2008

Coursework and activities included animation, web design and development, illustration, Flash / ActionScript, 3D animation, and UI design.

LANGUAGES & COMMUNITY LEADERSHIP

- **Languages** — Tamil (native or bilingual), English (full professional), Kannada (professional working).
- **Program Coordinator, Baker Hughes** — CSR and social-service volunteering (LinkedIn lists April 2021–present).
- **Club Coordinator, Baker Hughes** — Toastmasters-related community and communication activities (LinkedIn lists January 2021–present).