

Aadhithiyan M M

UX/CX Strategist

+91 97890 12287
Imaadhithiyan@gmail.com
BBA Graduate - **2009**
D.O B - **10th February**
Nationality - Indian

I am a **Product Designer with over 14 years of experience in digital design,** combining business understanding with user-centered design and strong visual thinking. As a BBA graduate, I bring a practical understanding of business needs alongside expertise in UX research, digital product design, and web and mobile experiences. **I enjoy solving complex user experience problems and turning them into clear, intuitive, and purposeful experiences** that balance user needs and business goals.

- HFI **Certified Usability Architect** (CUA) - 2024
- **PG Certification** from IIT Hyderabad in **Visual Design & User Experience** (VDUX) - 2025

AREAS OF EXPERTISE

User Experience (UX) | **User Interface (UI)** | **Design Thinking** | **User Research** | **Wireframing** | **Prototyping** | **Information Architecture** | **Interaction Design** | **Visual Design** | **Accessibility Design** | **Figma** | **Sketch**

PROFESSIONAL EXPERIENCE

Manager - Experience Design

Cognizant | Chennai | Sep 2024 – Present

- **Drive User-Centered, Evidence-Based UX Strategy** And Product Design For Complex Digital Products And Enterprise Services, Balancing User Needs, Business Goals, And Operational Requirements.
- Conduct UX Research, Contextual Inquiry, Stakeholder Interviews, Usability Evaluations, And Competitive Analysis To Understand User Needs And Turn Research Findings Into Practical Design Improvements.
- Design End-To-End Journeys, Workflows, Information Structures, And Interaction Models For Complex, Multi-Role Environments, Making Fragmented Processes Simpler And Easier To Navigate.
- Design And Scale Design Systems And Reusable UI Frameworks, Including Visual Foundations, Interaction Patterns, Components, And Accessibility Guidelines To Create Consistent And Scalable Experiences.
- Develop Journey Maps, User Flows, Wireframes, Prototypes, And High-Fidelity Designs, Using Iterative Validation To Refine Ideas And Communicate Solutions Clearly With Users, Clients, And Cross-Functional Teams.
- **Develop UX Evaluation And Maturity Frameworks** That Connect Usability Principles, Accessibility Standards, Observable Interface Behaviors, And Business Outcomes, While Using Clear Visual Storytelling To Communicate Complex Design Strategies To Clients And Leadership.
- Work Closely With Clients, Product Teams, Business Stakeholders, Developers, And Designers To Understand Different Perspectives, Resolve Design Challenges, And Build Practical Solutions That Work Across Business And User Needs.
- **Explore AI-Enabled And Adaptive Experiences By Mapping Decision Logic, User Context, Automation, And Human Involvement** Into Clear Workflows That Make Complex Systems Easier To Understand And Use

Senior Designer - UX UI

HCL Technologies | Chennai | Mar 2022 – Sep 2024

- Lead The Design Thinking Process To Create User-Centered Products And Services, Guiding Teams From Discovery To Delivery.
- Develop User Flows, Wireframes, Prototypes, And High-Fidelity Mockups To Communicate And Validate Design Concepts, Conduct User Research, Competitive Analysis,
- Define Information Architecture, Navigation Models, And Content Structures For Scalable, Efficient Digital Systems, UI Style Guides, And Reusable Components.
- Present Design Concepts, End-To-End Experiences, And Research Outcomes To Stakeholders, Leading To Quicker Alignment And Reduced Revision Cycles.

Visual Designer

RR Donnelley | Chennai | Sep 18 – Mar 22

- Designed App Screens And Web Pages That Improved Usability
- Created Marketing Visuals And Email Newsletters
- Produced Animated Presentations And Motion Graphics

Creative Designer

Williams Lea Tag | Chennai | May 15 – Apr 18

- Designed E-Newsletters And Digital Magazines That Informed, Educated, And Entertained Readers,
- Designed Mobile Apps, Web Apps, And User Interfaces
- Created Web Banners, User Interface Design To Communicate Information and Engage Users

Previous to this, served as **Graphic Artist** - HCL Technologies (Mar 14 – Apr 15), **Senior Graphic Designer** - Net Avenue Technologies (Nov 2012 – Jan 2014) & **Creative Visualizer** - Royal Image Catalog Company (Mar 2012 – Nov 2012), Chennai.

Brings extensive experience designing digital products and enterprise interfaces across healthcare, financial services, retail, logistics, travel, and education. Has worked across diverse products including patient care platforms, payment and financial services, operational applications, and self-service solutions, adapting design approaches to the needs and complexity of each domain.

DECLARATION

I hereby declare that the above-mentioned particulars are true to the best of my knowledge

Aadhithiyan M M | 2026