Logan Devaraj

Product Designer

Auckland, New Zealand

Skills & Expertise

- User Experience (UX) Design
- User Interface (UI) Design
- Customer-Centred Design
- User Research
- Usability Testing
- Wireframing and Prototyping
- Engaging Visual Design
- Information Architecture
- Design Systems
- Accessibility (WCAG)
- Stakeholder Collaboration
- Agile / Scrum Methodologies
- Cross-Functional Teamwork
- Mentoring and Design Leadership

In addition to above all, I love to

- Give attention to details
- Interact with people
- Maintain a friendly environment

Tools

Proficient as a designer,

Figma, Sketch, Miro, Framer

For documentation and handover,

Storybook, Zeroheight, Invision, Zeplin

For analytics & design decisions,

Hotjar, Google Analytics

For Dev support, planning and tracking,

HTML, CSS, javascript, Github

Jira, Rally, Aha

Exploring more AI and upcoming tools ...

Profile & Portfolio

https://www.linkedin.com/in/logeshdevaraj/

www.logeshdevaraj.com

Contact

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Professional Summary

Availability: **Immediate**

I am a UX/UI Designer with proven experience leading end-to-end UX process across digital B2B enterprise and SaaS products. Strong in user-centered design, user research, workflows, information architecture, Figma wireframing and prototyping, and design systems. Efficient collaborating with product managers, engineers, and stakeholders to deliver intuitive, scalable solutions, while leveraging emerging technologies including AI.

Work Experience

Dec 2021 - Nov 2025

India

Baker Hughes (GE Oil & Gas)

Senior UX Design Technologist

Led the UX strategy, user research, and maintained on-time design delivery for enterprise e-commerce digital platforms, collaborating closely with stakeholders, product managers, and engineering teams.

Key Achievements

- **Led end-to-end UX process** for enterprise e-commerce platform, **improved online sales by 68%**.
- Planned and **conducted user interviews** for various projects and user groups.
- Introduced and **managed** a federated model to the central **design system** which **improved** design consistency and **team usage by 73%**.
- Simplified the customer journey which **reduced the checkout time by 54%**.
- **Implemented WCAG standards** for accessibility compliant web products.
- **Facilitated workshops** involving stakeholder and development teams for stronger project alignment.
- Prepared study material and **delivered training sessions** on design tools and design system for internal teams.
- **Improved efficiency** in design process by **using AI tools** like co-pilot and Figma.

Jun 2019 – Dec 2021

India

Unisys

Senior UI/UX Designer

Responsible for improving UX and delivering user-centered design solutions across biometrics projects including SaaS applications.

Key Achievements

- Streamlined and simplified the biometric authentication modules (SaaS), which increased scalability and engagement.
- Introduced offline capability backed by UX research for enrollment application, which improved customer satisfaction.
- Conducted accessibility audits and implemented WCAG, making products accessible to all.

Graduation

Master of Computer Applications

2007 - 2010

Bachelor of Science - Electronics

2004 - 2007

Certification

Certified Usability Analyst

Human Factors International

Web Accessibility: Best Practices, Tools & Techniques

Udemy

Accessibility for Web Design

Linkedin

Scrum Master: Scrum for the Team

Unisys

Diploma in Multimedia & Design

PSG College of Technology

Award

Bravo Award

Exceptional resilience

Spotlight Award

Quality product delivery

Inspire Award

Client centricity

Reference

Can provide professional references upon request.

- Mentored juniors, contributing to improved design maturity and team capability.

Mar 2018 – Jun 2019

India

Randstad India (Pearson)

Senior UX Designer

Leading the design team and focused on improving digital learning experiences through research-driven, user-centered designs, serving global clients as well as internal teams and operations.

Key Achievements

- Enhanced user experience and performance across multiple global regions, supporting improved usability for diverse user groups.
- Initiated and delivered in-house report generator and assessment planner for improved cost-effective maintenance.

Jan 2016 – Mar 2018

India

Snapwiz (Glider.ai)

Senior UI/UX Designer

Individual contributor focused on designing intuitive UX and UI experiences for digital learning and AI-driven assessment platforms.

Key Achievements

- Introduced a UX strategy–driven approach to enhance AI-powered HR recruitment and assessment applications.
- Delivered and optimized user-focused email campaigns using performance data, contributing to increased conversion rates.

Apr 2015 – Oct 2015

Dubai, UAE

Job Hunt HR, Dubai

Senior Web/UI Designer

Responsible for delivering responsive web solutions including design, development and digital marketing support for clients.

Key Achievements

- Improved portal usability by creating responsive interfaces and developed UI using HTML, CSS, and Bootstrap.
- Increased conversion rates through targeted email and social media marketing campaigns.
- Supporting sales teams with high-quality digital and print marketing collateral.

Jan 2013 - Apr 2015

India

KG Financial Software PVT LTD

Web/UI Designer

Designed and developed web applications focused on financial applications, supported corporate digital communication.

Key Achievements

- Enhanced the customer experience by providing personalized digital interfaces for banking applications.
- Reimagined their customer facing portal to provide an impactful visual design and drive the key business goals.
- Delivered high quality digital and print collateral for corporate marketing campaigns.