GAAYATHRI MURUGAN

USER EXPERIENCE DESIGN LEADER

Bridging the gap between **Business, Technology, and People**

PORTFOLIO LINK

https://www.gy3.in

SKILLS

EXECUTION SKILLS

UX/UI Design, User Research, User Journey Mapping, Visual Design, Wireframing, Prototyping, WCAG Accessibility and Inclusive Design, User Testing, Tracking Usability Metrics, Design System, UX Writing

LEADERSHIP SKILLS

Mentoring, Team Management, Outcome-Oriented Leadership, Hiring Strategy and Vertical Design, Team Efficiency Improvement, Cross Functional Collaboration

TOOLS

Figma, Adobe XD, Miro, Maze, Survey Tools

EDUCATION

Asian Institute of Management
MBA, Marketing

CEG, Anna University
Industrial Engineering

CONTACT

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I have over **13+ years** of experience building digital products across various domains (Healthcare, Banking, Retail, FinTech, Education, and Oil and Gas). I am a passionate User Experience Design leader with extensive experience building and running design teams.

I am outcome-driven and recognized for my ability to build strong relationships with product and engineering teams.

PROFESSIONAL EXPERIENCE

UX LEAD (Head of User Experience) │ JUN 2020 to Present
W Energy Software, Bengaluru, India

Currently heading User Experience initiatives across all 5 product verticals at W Energy.

- Founded and built the User Experience Team at W
- Spearhead initiatives that directly improve sales, reduce support and engineering costs, and increase user retention.
- Reduced 50% of engineering costs with design system enforcement and rework reduction
- Saved 5+ million dollars in user retention and support cost
- Implemented the product usage analytics for the company
- Implemented continuous discovery and opportunity identification framework for all our product verticals.

FOUNDER & DESIGN PARTNER │ JAN 2019 to JUNE 2020
GY3 Design, Bengaluru, India

Design Partner to early-stage startups, I help founders shape their ideas into products that customers love.

- Helped 18 startups get 0-1 (Idea to Launch)
- Helped 8 startups set up their UX Design Team

PRODUCT MANAGER (Design) | JUN 2014 to DEC 2018

Tricon Infotech, Bengaluru, India

Helped the company set up its **product and design consulting division.** I was responsible for building the team and setting up the frameworks for execution and delivery.

- Generated revenue of 2+ mil dollars on the first year of set up
- Built the product and design team from ground up
- Launched 8 products from idea to launch for various organizations like Mcgraw Hill Education (US), KHDA (Dubai Education Ministry), and Taylor and Francis (UK).

PRODUCT MANAGEMENT INTERN | JAN 2014 to JUNE 2014

Moojic, Mumbai, India

Worked with the founding team to identify user needs and build a product roadmap.

ASSOCIATE IT CONSULTANT | JUL 2011 to AUG 2012

ITC Infotech, Bengaluru, India

Designed and built software for lending products team at Danske Bank

SOFTWARE ENGINEER | JUN 2010 to JUL 2011

KBC Bank & Verzekering, Chennai, India

Designed and built software for derivatives and options trading

ASSISTANT SYSTEMS ENGINEER | SEP 2008 to OCT 2009

Tata Consultancy Services, Chennai, India

Designed and built software to improve developer productivity for Colruyt Retail, Belgium