

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, 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

HEAD OF USER EXPERIENCE | JULY 2022 to Present

W Energy Software, Bengaluru, India

I am part of the team that is building unique, innovative, and future-ready SAAS solutions for modern Oil and Gas organizations.

- Founded 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 2+ million dollars in user retention and support cost
- Implemented the product usage analytics for the company

USER EXPERIENCE LEAD | JULY 2020 to JULY 2022

Seven Lakes Technologies, Bengaluru, India

I was part of the team building futuristic solutions for the Oil and Gas Industry. [W Energy acquired this company]

- Founded the User Experience Team at Seven Lakes Technologies
- Reduced 50% of engineering costs with design system enforcement and rework reduction
- Reduced support costs by 20% by solving persistent user problems
- Improved field user productivity by making it easier for them to manage data from the field

FOUNDER & DESIGN PARTNER | JAN 2019 to JUNE 2020

GY3 Design, Bengaluru, India

Founded a goal-oriented initiative focused on design-led Business transformation for startups funded by founders / backed by prominent VCs.

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

PRODUCT MANAGER | 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 develop the song request feature from concept to launch.

ASSOCIATE IT CONSULTANT | JUL 2011 to AUG 2012

ITC Infotech, Bengaluru, India

Designed and built software for lending products team

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