CONTACT

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📍 Hyderabad, India

CERTIFICATIONS & ACHIEVEMENTS

- Certified UX Analysit (CXA™) - *from Human Factors International (HFI)*
- Professional Certification in UX - *from Google*
- Generative AI for Creative Professionals - *from GrowthSchool*
- Executive Leadership - *from Linkedin*
- Compassionate Directness - *from Linkedin*
- Leading Global Organizations - *from Linkedin* Advanced Diploma in Graphics and Animation - *from CEDTI, Chandigarh*
- Interactive Media and Web - *from Arena Multimedia, Kolkata*
- 'Ankan Ratna' - 7 year Diploma in Fine Arts - *from Bangiya Sangeet Parishad*
- Winner - 1st prize in "All India Railway Drawing & Painting Competition" *(an All India Inter Railways competition) held in New Delhi, 1995.*

EDUCATION

Bachelor Degree - Honours In Accountancy
- from Burdwan Raj College,
The University of Burdwan 1998 - 2001

SKILLS

User Experience (UX)	★★★★⯪
User Interface (UI)	★★★★⯪
AI Driven App Designs	★★★★☆
Storyboards	★★★★★
Figma	★★★★⯪
Figma Make	★★★★★
Prototyping	★★★★★
Design Systems	★★★★☆
Branding	★★★★☆
Adobe Xd	★★★★★
Generative AI	★★★★⯪
Photoshop	★★★★⯪
Executive Leadership	★★★★⯪
CorelDraw	★★★★⯪

Hello I'm
Himadri Sur

in himadrisur   Bē himadrisur   UX himadrisurux.com

SUMMARY

Principal UX & CX Leader with 20+ years of experience driving end-to-end user experience strategy across healthcare, enterprise SaaS, AI-powered platforms, and fintech workflows. Proven ability to lead complex, multi-persona products, scale design systems, and partner with founders, product, and engineering teams. Expert in UX strategy, design leadership, generative AI-assisted design, usability, and data-driven decision making, with a strong track record of transforming ambiguous requirements into scalable, user-centric solutions.

EXPERIENCE

VaidhyaMegha Pvt Ltd., Hyderabad, India
Principal Designer – User Experience | Dec 2023 – Present

- Led UX strategy and end-to-end design execution for a healthcare & clinical research SaaS platform, serving multi-persona users across digital touchpoints
- Designed advanced clinical trial discovery experiences, optimizing persuasion, trust, and decision clarity through filters, saved searches, and premium workflows
- Defined end-to-end user journeys across trial search, enrollment, application, and study management using behavioral UX principles
- Applied Persuasion, Emotion, and Trust (PET) frameworks to improve user confidence, adoption, and engagement in high-stakes healthcare workflows
- Drove AI-assisted UX ideation for rapid prototyping
- Established design governance and UX quality assurance, ensuring consistency between strategy, design intent, and shipped functionality

Design Integrated Services Pvt Ltd., Kolkata, India
Senior Manager User Experience - Jun 2018 to Dec 2023
Creative Director - Jan 2009 to May 2018

- Led UX and design delivery across 50+ clients in 7+ countries, spanning education, enterprise, and digital platforms
- Launched the first Bengali learning app (Web & Mobile) for West Bengal Board students
- Designed and delivered a large-scale interactive virtual fair for an international client, successfully supporting a 3-day live event
- Built and scaled cross-functional design teams, overseeing UX, UI, development, testing, and delivery
- Owned SOW interpretation, UX strategy, stakeholder alignment, and delivery governance
- Introduced structured mid-development and post-delivery UX support models to improve product quality and client satisfaction

Tyfone Communications Development India Pvt Ltd., Bangalore, India
Visualiser - Nov 2006 to Dec 2008

Skillfully crafted captivating visual assets to showcase to investors, clients, and collaborators during the formative phase.

PeerMe Software Technology Pvt Ltd., Bangalore, India
Visualiser - Nov 2006 to Dec 2008

Designed visually captivating interfaces and icons for Peerme Software's groundbreaking peer-to-peer chat software those days, ensuring an intuitive and visually stunning user experience. Yahoo was their competitor those days.

Mass Software Solutions., Kolkata, India
Visualiser - Nov 2006 to Dec 2008

Excelled in designing impactful websites for clients based in US and UK. I led a team of animators and designers to deliver a million rupee project within an impressive four-day timeframe.

I have also worked with Avant Garde Omnimedia & Planet IQ in Kolkata between 2002 and 2005.

LEADERSHIP APPROACH

Empathetic, outcome-driven design leader with a strong focus on collaboration, clarity, and execution excellence across teams.