Himadri Sur

UX & Experience Design Leader | AI & Enterprise Products • Creative Direction & Executive Storytelling • Design Systems • HFI-CXA
Hyderabad, India | +91 74395 85391 | himadrisur@gmail.com | linkedin.com/in/himadrisur | himadrisurux.com

PROFESSIONAL SUMMARY

UX and experience design leader with 20+ years in digital design, including 16+ years in UX and product design and a decade as Creative Director. Designs AI-driven, enterprise, banking & fintech, healthcare and consumer experiences for clients across the US, UK, Middle East and India. Has led multidisciplinary teams of up to 10 and currently leads 3–5 designers, owning end-to-end design from client workshops, user research and information architecture through interactive prototypes, UI and executive presentations. Grew a design practice from 1 client to 50+ across 7+ countries, owning creative direction, estimation, proposals, pitches and client billing. Interactive prototypes helped a delivery partner win a Middle Eastern banking group's executive risk platform, now live across 8 risk domains and adding an embedded AI assistant. Established the company's first design system and led UX for a seven-site product ecosystem. HFI Certified Experience Architect (CXA™).

CORE SKILLS

UX Strategy • Product & Service Design • Human-Centered Design • AI & GenAI Experience Design • Enterprise & Data-Heavy Dashboards • Design Systems • User Research & Usability Testing • Information Architecture • Interactive Prototyping • Interaction & UI Design • Creative Direction • Visual Storytelling • Executive & Leadership Presentations • Proposal & Pitch Design • Client Workshops • Estimation & Scoping • Design Leadership & Mentoring • Stakeholder Management • Agile

Tools: Figma • Figma Make • Microsoft PowerPoint • Adobe Illustrator • Adobe Photoshop • Adobe XD • Axure RP • Balsamiq • ChatGPT • Claude • Canva • Midjourney

PROFESSIONAL EXPERIENCE

Principal UX Designer **Dec 2023 – Present**

VaidhyaMegha Pvt. Ltd. (Samyama.AI), Hyderabad

- Lead a team of 3–5 designers across client and product engagements in the US, UK, Middle East and India, spanning banking & fintech, healthcare, AI and enterprise SaaS; run client workshops, scope and estimate design work, and contribute to proposals and pitches.
- Established Design System 1.0, the company's first design system, defining typography, colour themes, spacing tokens, iconography and developer handoff guidance to improve consistency across Samyama.AI, Samyama Care, Samyama Graph and Samyama Business.
- Led UX and design for the company's move from a single legacy website (vaidhyamegha.com) to the Samyama brand ecosystem of seven sites (samyama.ai, .dev, .finance, .blog, .business, .care and .work), defining information architecture, navigation and a shared visual system.
- Led UX strategy and interactive prototyping for a leading Middle Eastern banking group's executive risk-analytics platform, now live in production; designed the web experience across 8 risk domains and 33 charts, covering 3 reporting levels and 30+ branches and subsidiaries in ~24 locations, plus the admin console for users, roles, permissions, access lists, audit logs and login activity. The prototypes helped our delivery partner win the engagement and settled layouts, filters and interactions with the business before data and ETL work began.
- Designed "Ask AI", a risk assistant embedded in every dashboard and chart, including the answer layout, cited-sources view and a clear "cannot answer" state that declines rather than guesses; launching in Phase 2 on the bank's own infrastructure.
- Designed role-based banking intelligence dashboards and relationship-manager workflows for a North American financial-intelligence platform; structured a summary → KPI → recommendation hierarchy to turn customer insights and analytics into actionable daily work, and simplified a banker workflow.
- Designed the customer-facing UX of a multi-tenant banking SaaS platform's external help portal, refining tenant-specific branding, information hierarchy, navigation, search discoverability, interactive help components, secure navigation patterns and dark-mode consistency.
- Designed the CSDLC application on Samyama.care, aimed at reducing clinical-trial expenses by around 30%, along with participant-facing journeys and screens for Participants, Partners and Researchers; collaborated with developers on UI defect resolution and v1 release preparation.
- Redesigned BI Migrator's customer-facing product website as Samyama Business; restructured sitemap and navigation, simplified a dense application flow into a five-step customer journey, and shaped product messaging, brochure structure and conversion-oriented content.
- Lead and mentor the design team (30+ designers mentored across my career); collaborate with product, engineering, AI/data and business stakeholders, work with developers and QA on design quality, and present design direction through prototypes, diagrams and leadership/client presentations.

Senior Manager – User Experience **Jun 2018 – Dec 2023**

Design Integrated Services Pvt. Ltd., Kolkata

- Led UX and product design engagements for 50+ clients across 7+ countries, from client discovery workshops, estimation and scoping through delivery, translating business objectives and user needs into practical web and mobile experiences.
- Owned end-to-end design delivery, including user research, user flows, information architecture, sitemaps, wireframes, prototypes and UI; partnered with clients, designers, developers and QA through iteration and delivery.
- Designed web and mobile products across eCommerce, education, real estate and healthcare, including a virtual property expo platform for the Singapore market, adapting research, interaction patterns and content to different audiences and business models.
- Built and led multidisciplinary teams of up to 10 UX/UI designers, developers, QA engineers and project managers, providing design direction and feedback to improve delivery quality.

Creative Director **Dec 2008 – May 2018**

Design Integrated Services Pvt. Ltd., Kolkata

- Grew the company from 1 domestic client to 50+ clients across India and international markets, owning creative direction, client relationships, proposals and pitches, pricing and billing, and project delivery.
- Designed the web app and Android app for Ecapsule, a pioneering Bengali-language learning platform for West Bengal state-board students (5K+ Play Store downloads, 4.5-star rating).
- Evolved the practice from visual communication to digital product and user-centred design.

Visualiser **Nov 2006 – Dec 2008**

Tyfone Communications Development India Pvt. Ltd., Bengaluru

- Designed product simulations, interfaces and interactive experiences for early mobile banking and payments products, used with customers, partners and investors.

Earlier Experience

- Sr. Web Designer, PeerMe Software Technology Pvt. Ltd., Bengaluru (Aug 2006 – Nov 2006): interfaces, icons and visual elements for a consumer peer-to-peer communication platform.
- Sr. Web Designer / Team Lead for Animation Projects, Mass Software Solutions, Kolkata (Apr 2005 – Jun 2006): websites for US and UK clients; led a team of animators and designers to deliver a one-million-rupee project in four days.
- Multimedia Developer, Avant Garde Omnimedia, Kolkata (Nov 2003 – Apr 2005): websites, animated films for Tata Steel and software simulations for Siemens.
- Multimedia Developer, Planet IQ, Kolkata (Jul 2002 – Sep 2003): user-friendly game interfaces for children aged 4–10.

CERTIFICATIONS

- Certified Experience Architect (CXA™) — Human Factors International, 2025
- AI for Human-Centered Design — Human Factors International, 2025
- Google UX Design Professional Certificate — Google / Coursera, 2023
- Agile UX Research; Using AI Tools for UX Design — LinkedIn Learning, 2025
- AI Prototyping with Claude Design — LinkedIn Learning, 2026
- User Experience Design Fundamentals — IBM SkillsBuild, 2025
- Generative AI for Creative Professionals — GrowthSchool, 2023

EDUCATION

B.Com (Honours), Accountancy — Burdwan Raj College, The University of Burdwan, 2001

Languages: English, Bengali, Hindi