

Hello I'm

Himadri Sur

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CONTACT

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CERTIFICATIONS & ACHIEVEMENTS

- **Certified Experience Architect (CXA™)** - *Human Factors International*
- **Professional Certification in UX** - *Google*
- **AI for Human-Centered Design** - *Human Factors International*
- **Generative AI for Creative Professionals** - *from GrowthSchool*
- **Executive Leadership** - *from LinkedIn*
- **Leading Global Organizations** - *from LinkedIn*
- **User Experience Design Fundamentals** - *from IBM SkillsBuild*
- **Become a 10x Product Manager with ChatGPT & Generative AI** - *from Udemy*
- **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, West Bengal*
- **Winner - 1st prize in "All India Railway Drawing & Painting Competition"** (*an All India Inter Railways competition*) *held in New Delhi, 1995*

EDUCATION

- B.Com (Honours), Accountancy - *from Burdwan Raj College, The University of Burdwan 1998 - 2001*

CORE EXPERTISE

UX Strategy | Product Strategy | Enterprise UX |
AI Product Design | Design Systems |
Information Architecture | Interaction Design |
Dashboard Design | AI Assisted UX Research |
Design Leadership | Prompt Engineering

AI & DESIGN TOOLS

Figma | Figma Make | ChatGPT | Claude |
Canva | Midjourney

SUMMARY

Principal UX & Product Design Leader with 20+ years of experience designing enterprise products across AI, Healthcare, Banking & FinTech, Automotive, PeopleOps, and Enterprise SaaS. Expertise in UX Strategy, Product Strategy, Design Systems, Enterprise Workflows, and AI Product Design. Proven track record of leading cross-functional teams to transform complex business challenges into intuitive, scalable, user-centered digital products.

EXPERIENCE

VaidhyaMegha Pvt Ltd., Hyderabad, India

Principal UX Designer | Dec 2023 – Present

- Lead UX strategy and product design across AI, healthcare, banking, automotive, and enterprise SaaS products.
- **Created Design System 1.0**, the company's first enterprise design system, improving consistency across the Samyama product ecosystem.
- Designed user experiences across the Samyama.AI product ecosystem, simplifying complex AI and enterprise workflows.
- Improved dashboard usability and financial data visualization for a regional banking platform supporting one of the largest banking organizations in the Middle East and Africa.
- Designed enterprise UX for an AI-driven financial intelligence platform serving banking and wealth management organizations across North America.
- Simplified clinical trial discovery and participant onboarding through intuitive healthcare workflows and AI-assisted experiences.
- Designed role-based UX for an enterprise automotive dealership platform, streamlining inventory, sales, booking, and payment workflows.
- Contributed to UX strategy for a PeopleOps platform, improving workforce management and productivity workflows.
- Led product positioning, UX governance, website content strategy, and AI-assisted design across the Samyama portfolio.

Design Integrated Services Pvt Ltd., Kolkata, India

Senior Manager – User Experience | Jun 2018 – Dec 2023

Creative Director | Jan 2009 – May 2018

- Led UX strategy and product design for 50+ clients across 7+ countries.
- Built and led cross-functional teams across UX, UI, development, and QA.
- Delivered digital products including the first Bengali web & mobile learning platform and an international virtual expo.
- Led client engagements, UX reviews, and delivery governance, improving product quality and customer satisfaction.

Tyfone Communications Development India Pvt Ltd., Bangalore, India

Visualiser | Nov 2006 - Dec 2008

Designed visual assets, product interfaces, and presentation materials supporting investor communication and early product development.

PeerMe Software Technology Pvt Ltd., Bangalore, India

Visualiser | Aug 2006 - Nov 2006

Designed UI, icons, and visual assets for a peer-to-peer communication platform, improving usability and visual consistency.

Mass Software Solutions., Kolkata, India

Sr. Web Designer / Team Lead - Nov 2006 to Dec 2008

Led web design projects for US and UK clients, managing design teams and delivering high-quality solutions within tight timelines.

Earlier experience includes **Avant Garde Omnimedia** and **Planet IQ**, Kolkata (2002–2005).