

AMIRTA VARSHINI NATARAJAN

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SUMMARY

UI/UX Designer with a Master's in Human-Computer Interaction and 5 years of experience designing enterprise SaaS products, AI-powered experiences, dashboards, and data-driven applications. Skilled in transforming complex workflows into intuitive, accessible interfaces through user research, information architecture, interaction design, and scalable design systems. Proven ability to deliver developer-ready designs while collaborating with cross-functional teams across the product lifecycle.

SKILLS

- **Research & Analysis:** User Research, Usability Testing, Affinity Mapping, User Personas, Journey Mapping, Heuristic Evaluation, Competitive Analysis, A/B Testing, Cognitive Walkthroughs, Surveys & Interviews, Task Analysis, Contextual Inquiry, Data Analysis & Visualization, Qualitative & Quantitative Analysis
- **UX Design & Prototyping:** Sketching, Wireframing, Prototyping, Interaction Design, Information Architecture, Content Strategy, Accessible and Inclusive Design, Visual UI Design, Design Systems, Design Tokens & Theming, Sitemaps, Enterprise UX, Mobile-First Design, Responsive Design, User Flows, Human-Centered Design, SaaS Product Design, Component Libraries, Dashboard Design, High-Fidelity Mockups
- **Design Tools:** Figma, Adobe XD, Adobe Photoshop, Adobe Illustrator, FigJam, Balsamiq Wireframes, Miro, Sketch
- **Testing & Analytics Platforms:** Google Analytics, Hotjar, Maze
- **Front-End Technologies:** HTML, CSS, JavaScript, React
- **AI Tools (UI/UX & Development):** Figma Make, Relume, Loveable, Google Stitch, Replit, ChatGPT, Claude code, Claude Design, Gemini AI, Midjourney, Cursor AI, GitHub Copilot, Kiro
- **Project & Collaboration Tools:** Jira, Monday.com, Asana, Trello, MS Teams, Slack

WORK EXPERIENCE

Surge Technology Solutions

Aug 2025 - Present

UI/UX Designer

Houston, TX

Client: Amazon

- Leading end-to-end UX for enterprise platform by designing inventory and operational dashboards that replace fragmented manual spreadsheets and email-based tracking with a consolidated, near-real-time view of business data.
- Designing an AI-powered chatbot that enables users to retrieve operational insights and navigate complex data through natural language interactions.
- Translating complex business workflows into intuitive information architecture, user flows, and drill-down reporting experiences, reducing manual reconciliation efforts by an estimated 50+ hours per month and improving operational efficiency.
- Building a reusable Figma component library mapped to React components, collaborating with developers on design-to-code handoff to ensure consistency, usability, and accurate implementation.

Surge Tech engagements

- Led a full-scale web design revamp, driving the UX design lifecycle from research synthesis and requirements definition through low- and high-fidelity wireframes.
- Translated stakeholder input, competitive insights, and usability findings into clear information architecture, user flows, and interaction models.
- Delivered responsive, high-fidelity prototypes in Figma and partnered with developers to ensure usability, design accuracy, and seamless implementation.
- Designed social media visuals and marketing assets aligned with brand guidelines to strengthen visual design consistency across platforms.

Toyota Mobility Foundation

Aug 2024 - May 2025

UX Designer - Capstone

Indianapolis, IN

- Enhanced workflows by integrating Toyota Production System principles and user experience processes to develop scalable software design solutions, impacting inventory and task management.
- Led user research and stakeholder interviews, collaborating with cross-functional teams to craft role-based inventory prototypes in Figma, thereby improving real-time stock tracking and reducing staff dependency.

- Designed task coordination tools using task analysis to refine design guidelines and facilitate operational clarity while aligning with business and primary user goals.

Rise Culinary Institute**Jan 2025 - Apr 2025***UI/UX Designer Intern**Salt Lake City, UT*

- Conducted over 10 user interviews and analyzed survey data to identify usability issues, leading to a 35% improvement in navigation efficiency and a 25% increase in user engagement.
- Created low- to high-fidelity wireframes and interactive prototypes using design systems, ensuring responsive design and dynamic user interfaces across all device types.
- Led usability testing sessions and collaborated with developers to iteratively refine design solutions, aligning with established web design principles.

Indiana University, Luddy School of Informatics, Computing, and Engineering**Aug 2023 - May 2025***UX Research Assistant**Indianapolis, IN*

- Directed user research and designed the UI for a data lab project that increased user engagement from 25% to 90%, applying user-centered design and software design solutions.
- Built accessible, responsive websites demonstrating strong adherence to web design principles and dynamic user interface creation.
- Performed heuristic evaluations for the SAVI Data Tools website, identifying usability enhancements that rationalized design decisions among cross-functional teams.

SAAS Global Solutions, LLC**Jul 2021 - Jul 2023***Web Designer Intern**India*

- Designed and updated website layouts, banners, and visual assets for client-facing web platforms.
- Assisted in transforming business requirements into clean, user-friendly interfaces for desktop and mobile screens.
- Created marketing graphics and digital assets while maintaining brand consistency and visual guidelines.
- Collaborated with developers on implementation reviews, website updates, and front-end styling using HTML and CSS.

PROJECTS

Wearable Technologies for Public Safety**Jan 2024 - May 2024**

- Designed a smartwatch concept integrating environmental toxin detection, real-time vital-sign monitoring, and silent communication features; created responsive user flows and interactive prototypes in Figma to support first responders' situational awareness.
- Conducted desk research, competitor analysis, stakeholder interviews, and affinity mapping, identifying 14 critical design and safety insights to guide the system design.

Gen AI+ – Smartphone Camera App Redesign**Jan 2024 - May 2024**

- Mapped user journeys and conducted storyboarding and usability testing to address pain points in navigation, customization, and guidance, then iterated wireframes and information architecture in Figma.
- Built high-fidelity prototypes with advanced editing tools, real-time AI image generation, and an in-app support hub using Adobe XD, resulting in improved engagement and satisfaction across diverse user groups.

EDUCATION

Indiana University, Luddy School of Informatics, Computing, and Engineering**May 2025***Master of Science, Human Computer Interaction GPA: 3.95/4.00***Sri Krishna College of Technology****Mar 2023***Bachelor of Engineering, Computer Science & Engineering***AWARD**

3rd Place – Data Visualization Competition**May 2025***Indiana University, Luddy School of Informatics, Computing, and Engineering, Indianapolis, IN*

- Awarded 3rd Place for developing a user-centered Bike Share data visualization that improved data accessibility, usability, and visual storytelling.