

# Aditya Surendranath

UX Designer with 5 years of experience in user-centered design, accessibility and design systems.

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Chicago, IL

## PROFESSIONAL EXPERIENCE

### New York Life, Chicago, IL — Senior UX Designer

DECEMBER 2024 - PRESENT (Contract)

- B2B UX Workflow:** Leading the development of design systems and accessibility evaluations for B2B admin workflows across 250+ agent websites, ensuring compliance with WCAG 2.1 AA standards.

### Knowbility, Austin, TX — Senior UX Designer

JANUARY 2024 - NOVEMBER 2024 (Pro Bono Consultant)

- Design Strategy & Roadmaps:** Led the research and design of a B2B AI tool to enhance WCAG accessibility standards in design systems and component design, achieving a 40% reduction in a11y issues.
- Cross-functional Collaboration & Problem Solving:** Partnered with 5 senior design leaders (Tesla, Visa, Intuit, etc.) to tackle complex problems in web accessibility, resulting in a notable 25% rise in component accessibility in test data across multiple platforms.
- Wireframing & Prototyping:** Developed personas and delivered detailed design solutions through wireframes, high-fidelity mockups, prototypes, and user journeys, based on data-driven insights.

### Argodesign, Austin, TX — UX Designer

JUNE 2023 - AUGUST 2023 (Contract)

- Design Systems & Component Design:** Designed and prototyped the enterprise design system architecture for New York Life using Figma and Zeroheight, optimizing cascading libraries to drive adoption among 30+ product teams across multiple platforms.
- User Flows & Journey Mapping:** Designed B2B and B2C user flows and customer journey maps for internal and external stakeholders, delivering 25+ mockups and prototypes for a digital platform.

### UT Austin, TX — Learning Experience Designer

SEPTEMBER 2022 - MAY 2024

- User Research & Usability:** Conducted research, tested and designed interactive e-learning modules for 4 virtual instructor-led courses applying usability principles to boost student engagement by 30%.
- Visual Design & Conceptual Modeling:** Developed detailed design patterns and conceptual models to enrich the educational experience and facilitate effective learning outcomes.
- Usability Testing & Iteration:** Conducted rigorous usability testing on instructional modules, gathering feedback and iterating designs to enhance UX and ensure effective student engagement.

### Uniworks Designs, India — Designer

OCTOBER 2020 - JUNE 2021

- Stakeholder Management:** Managed eight client projects from initial concept to delivery, employing effective project management and design practices to achieve a 40% increase in client satisfaction.
- Research-Driven Design Solutions:** Designed modular workplace solutions based on in-depth user research and multiple rounds of usability testing, resulting in a notable 30% improvement in business productivity in the workplace.

## ACADEMIC BACKGROUND

### MS, Information Science (UX)

AUGUST 2022 - MAY 2024

The University of Texas at Austin, TX

### Google UX Professional Certificate

JUNE 2022 - DEC 2022

Google Career Certificates

### Bachelor of Architecture

JULY 2014 - MAY 2020

School of Planning and Architecture, Delhi

## AWARDS & ACHIEVEMENTS

### Nominated Member, WCAG WG:

World Wide Web Consortium - Web Accessibility Initiative (W3C-WAI), 2024

### 1st Runner-up, UXPA Designathon:

Generative AI in Digital Products, 2023

### National Rank 2 (India), Game Design:

National Institute of Design DAT, 2022

## VOLUNTEERING

### Contributor, WCAG W3C-WAI

Developing WCAG 2.2 standards alongside leading accessibility experts, 2024- present

### Session Moderator, AccessU 2023

Moderated four sessions at the annual accessibility conference in Austin, TX, 2023

### Accessibility Consultant, Design Code

Universal Design Code for Kuwait— Vision 2035 for Persons with Disability, 2019

## CORE SKILLS

**UX/UI:** Wireframing, Prototyping, Mockups, User Interface Design (UI), User Research Methods, Usability Testing, Visual Design, B2B & B2B2C, Accessibility (WCAG, WAVE, WAI-ARIA), Design Systems (Component Design & Toolkit Architecture), Customer Journey Mapping, Information Architecture

**Tools:** Figma, Sketch, Adobe Creative Suite, Adobe XD, WCAG, Hotjar, Jira, Asana, Miro, Photoshop, Illustrator, Zeplin, Zeroheight, WAI-ARIA, Unity, SharePoint, Mural

**Code:** HTML, CSS