



DANIEL AJAY

Product Design Manager

Contact

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Chennai, Tamil nadu

Education

Bachelors

B.E (computer Science)
Vel tech Engineering college

Courses and Certification

Web Design and
Development
(Image Institute - Full time)

Motion Design
(Awwwards certification)

Skills

Product Strategy

Growth Design
Conversion Rate Optimization
Design Ops
User Journey Mapping
Project Lifecycle Management
Stakeholder Management

UX Design

Information architecture
User research
User journey
Wireframing
User testing
Prototyping

UI Design

Style Guide
Design System
High fidelity mock-ups
Responsive Design

UI Development

HTML and CSS
Bootstrap
Javascript
Wordpress

Profile

Product Design Manager with 9 years of experience leading the design of user-friendly and visually appealing digital products. Experienced in managing cross-functional teams, including product managers, developers, and stakeholders, to ensure designs align with strategic business goals and user needs.

Experience

Product Design Manager (2024 - Current) Revature Consultancy Services Private Limited

- Strategic Design Leadership:** Leading cross-functional teams and scaling design operations to meet organizational goals.
- Design System Architecture:** Engineering and maintaining scalable UI frameworks (Revature Design System 3.0) to ensure brand consistency and reduce design debt.
- Data-Driven UX Strategy:** Utilizing engagement metrics and conversion data to pivot product roadmaps and optimize user journeys.
- Stakeholder & Vendor Management:** Managing executive relationships and internal resources to streamline delivery and reduce external dependencies.
- Process Optimization:** Implementing Agile methodologies and automated lead-gen tools to accelerate production cycles.

Key Accomplishments

- Growth:** Executed Revature 2.0 release, driving a **96.4% YoY increase** in page views (4.7M) and **23.4% user growth**.
- Efficiency:** Launched **Design System 3.0**, implementing 46 reusable elements to reduce design execution time by **40%**.
- Innovation:** Deployed **4 custom lead-gen tools** (Newsletter, UTM Builder, B2C Scraper, **GTM Generator**) to automate marketing and drive conversions.
- Velocity:** Achieved a **30%** reduction in UI development time by architecting a custom Webflow component library.

Senior UX Designer (2023 -2024) MSys Technologies Private Limited

- Lead non-linear UX design processes at MSys Technologies, collaborating closely with stakeholders to streamline complex user flows within internal **Cisco Systems**.
- Serve as **design lead**, overseeing projects and guiding a team of designers while ensuring alignment with Cisco PMO requirements.
- Improve efficiency in **user interactions and project management** within Cisco's application and developer performance dashboards through intuitive, **enterprise-ready** design solutions.
- Develop and implement **custom components** by enhancing user experience and ensuring consistency across Cisco platforms.

Design Lead (2019 - 2023) Revature Consultancy Services Private Limited

- Achieved **95%** positive feedback from users and stakeholders, attesting to exceptional design quality.
- Led design efforts, ensuring consistency across **UI elements, design systems, and brand identity**.
- Completed projects **10%** ahead of deadlines on average, showcasing strong project management skills.



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Product Design Manager

Skills

Tools

Figma
 FigJam
 Photoshop
 Illustrator
 Miro
 Premiere pro
 After effects
 Blender

Hobbies

Illustrations
 Blogging
 Travel
 Learning investments
 Badminton

Experience

(Continued)

Applications

- **Nexa:** Architected end-to-end UX strategy and UI development from scratch for a flagship web application.
- **Talent Xchange:** Spearheaded UI design and development on Salesforce, leveraging SLDS for enterprise-grade scalability.
- **Caliber:** Implemented complete UI/UX for a mission-critical analytics tool, optimizing cross-functional business processes.
- **Revature Pro Admin:** Managed the modernization of E-learning administrative interfaces to enhance operational efficiency.
- **Revature Pro (Global Impact):** Drove design-to-delivery for a platform training about 15000+ associates. Executed complex user journey mapping and feature design for diverse user personas.

Senior Web Developer (2016-2019) Bumblebee Branding Company - Sarash group

- Worked on **20+ website** projects as UI/UX Designer and UI Developer.
- Built end-to-end Highly Converting **E-commerce** websites using HTML, CSS, Bootstrap, WordPress, and WooCommerce.
- Created animations and graphic assets for social media campaigns.

Professional Achievements

- **Lead Generation & Growth Leadership:** Spearheaded the **Revature 3.0** digital strategy, deploying automated lead-gen tools and a conversion-optimized UI that drove a **96.4% YoY surge** in traffic (**4.7M views**) and a **23.4% increase** in user acquisition.
- **Web Ecosystem:** Spearheaded UI/UX design and development for **25+ websites** using CMS, HTML/CSS, and Bootstrap.
- **High-Profile Delivery:** Directed the creation of **3** custom websites for **Toastmasters International leadership**.
- **Product Portfolio:** Led the UI/UX architecture for **6 web applications and 1 mobile application** from concept to launch.

Awards and recognition

Shortlisted for **Dezeen Awards 2021** (Website for client StudioDcode).
 Jury for **Design Championship 2021**.
 Appreciated for **best UI/UX design** for product named TalentXChange.
 Appreciated for 2D animation video about the over-all company process at Revature.
 Certificate of appreciation for UX and UI development for client company **website** AXISCADES.