

ADYANTH NATARAJAN

Experience/Product Designer | AI-Enabled Enterprise UX

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SUMMARY

- Experience Designer with 4+ years of delivering digital solutions across web, mobile, dashboards & enterprise systems
- Strong background in translating complex business & regulatory requirements into intuitive, scalable user experiences
- Experienced in data-informed design, cross-functional collaboration, & AI-enabled product workflows
- Proven ability to own the full lifecycle from research & problem framing to high-fidelity execution & developer handoff
- Experienced in business development & managing client relationships across enterprise & government engagements

WORK EXPERIENCE

UX DESIGNER, XLEY.AI

JUL 25-PRESENT

- Led UX design across public platforms, enterprise dashboards & internal systems in the XLEY.AI & MADInfluence ecosystem
- Led & mentored collaboration across product, engineering & external teams to deliver scalable, high-quality solutions
- Designed & shipped the [XLEY.AI](#) website, aligning user journeys with brand positioning & conversion objectives
- Owned UX for a creator-facing mobile application driving Rs. 3cr+ of creator partnerships, designing onboarding, workflow optimization, engagement loops & account management flows
- Designed a brand-facing enterprise dashboard enabling campaign management, creator discovery & performance analytics
- Delivered a whitelist & verification dashboard for the Govt., streamlining compliance workflows into role-based interfaces
- Designed an internal CRM system to improve operational visibility, task management, & cross-team coordination
- Practiced end-to-end UX design: user flows, wireframing, prototyping, usability testing, and accessibility

FREELANCE UX DESIGNER, WALNUT AI

NOV 24-JUL 25

- Led end-to-end UX design for a multi-platform coaching solution serving both individual users & enterprise clients
- Designed the marketing website, mobile application & desktop dashboard as a unified product ecosystem
- Conducted user research, journey mapping, & usability testing to inform feature prioritization & interaction design decisions
- Designed role-based experiences for coaches, end users & corporate stakeholders
- Incorporated data signals & usage insights into iterative design improvements
- Ensured accessibility & clarity across flows, particularly for diverse professional user groups

UX DESIGNER, XR CENTRAL PVT. LTD.

JAN 23-OCT 24

- Delivered UX solutions across AI, enterprise, government & immersive technology projects, achieving 95% client satisfaction
- Managed end-to-end design workflows across 10+ client projects, balancing business goals, technical feasibility & user needs
- Managed & mentored a team of 3 designers, overseeing task allocation, quality control & delivery timelines
- Redesigned MetaQube.AI product interfaces, contributing to ~25% improvement in engagement metrics
- Designed a Learning Management System for the Government of India (NIC) supporting training for 5,000+ employees
- Applied data-led evaluation methods including heatmaps & user behaviour insights to refine task flows & improve usability

EDUCATIONAL QUALIFICATIONS

Srishti Institute of Art, Design & Technology, Bengaluru, Karnataka

Bachelor of Design (B. Des.) in Human Centred Design (2018-2022)

The Shriram Millennium School, Noida, Uttar Pradesh

ISC; English, Physics, Chemistry, Economics & Fine Arts (2016-2018)

CERTIFICATIONS AND QUALIFICATIONS

Google UX Design certificate, Coursera, 2025 ([link](#))

AI for Design certificate, Interaction Design Foundation, 2025 ([link](#))

Agile Methods for UX Design, Interaction Design Foundation, 2025 ([link](#))

TECHNICAL AND PROFESSIONAL SKILLS

Experience & Interaction Design: User Research, Journey Mapping, Information Architecture, Wireframing, High-Fidelity UI, Prototyping, Usability Testing, Accessibility & Inclusive Design

Enterprise & Data-Informed Design: Structured Problem Framing, Stakeholder Alignment, Analytics-Informed Iteration,

Design Systems, Cross-Functional Collaboration, Agile Delivery

Designing for AI Systems: Intelligent Suggestions, Personalisation Layers, Adaptive User Journeys, System Status, System Confidence, Feedback Loops, Human-in-the-loop

patterns
Designing with AI Tools: Rapid Ideation, Research Synthesis, Accessibility Checks, Prototype Acceleration, Scenario Modelling, Edge-Case Identification, Structured UX Documentation.

TOOLS

Figma, Adobe Creative Suite, Miro, Google Workspace, Replit AI, Framer, Claude