

UDAY SUTARIA

UX/UI PRODUCT DESIGNER

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PROFESSIONAL SUMMARY

A UX/UI Product Designer with a unique 10-year foundation in web architecture. Having previously worked across the entire digital pipeline, I now focus exclusively on user psychology, interactive prototyping, and building scalable design systems in Figma. My deep technical literacy in HTML/CSS allows me to bridge the gap between design and engineering, ensuring flawless, production-ready developer handoffs without the friction typically found in product teams.

CORE COMPETENCIES

UX/UI & Strategy: Figma, Wireframing, User Flows, Rapid Prototyping, Design Systems, Usability Testing.

Technical Literacy (For Handoff): Semantic HTML/CSS logic, Responsive Grid/Flexbox architecture, WCAG Accessibility.

Interaction Design: Micro-interactions, Motion Logic, Component Variants, Smart Animate.

PROFESSIONAL EXPERIENCE

Career Sabbatical & Professional Transition

Jan 2023 – Present

Following a decade of hands-on web architecture and UI design, I took a deliberate career sabbatical to analyze the industry's rapid shift toward high-end product design and AI-augmented workflows. Transitioned core frontend capabilities entirely into modern, scalable UX design systems using Figma. Currently building interactive prototypes, data-heavy responsive layouts, and mastering modern design handoff architectures.

UX/UI Product Designer | Appivo (Remote)**Aug 2018 – Dec 2022**

- Directed end-to-end UX/UI design lifecycles for core platforms and client applications, translating complex requirements into intuitive user flows and high-fidelity prototypes.
- Bridged visual aesthetics with technical functionality by optimizing responsive web architectures, leveraging deep frontend knowledge to ensure seamless developer handoffs.
- Collaborated asynchronously with cross-functional global teams to deliver user-centric digital experiences that aligned with modern usability standards.

Independent UI/UX Consultant | Freelance (Valsad)**Jul 2014 – Aug 2018**

- Managed end-to-end digital projects for diverse clients, acting as the lead designer for complex web layouts and brand identity creation.
- Spearheaded the complete digital brand identity and UX/UI design for "SpicySigdi," architecting a comprehensive, conversion-focused online food delivery platform.
- Translated business requirements into scalable, responsive interfaces, working closely with clients to deliver modern digital experiences under tight deadlines.

Senior Visual & Web Designer | Arcgate (Udaipur)**Jan 2007 – Jul 2014**

- Led visual design initiatives, creating complex, responsive website layouts and establishing cohesive digital brand identities.
- Championed early responsive design principles, translating high-fidelity visuals into structural, web-ready architectures.
- Ensured all digital products strictly adhered to W3C guidelines, focusing heavily on baseline usability and digital accessibility (WCAG) standards.

UI/UX Designer | Raytrace Enterprise (Surat)**Mar 2005 – Jan 2007**

- Drove website layout architecture and the design of interactive web components to elevate the user experience.
- Established strict visual guidelines across digital and print mediums, ensuring consistent brand execution.

Visual Designer | Premier Learning Systems (Valsad)**Jan 2003 – Mar 2005**

- Designed comprehensive visual assets and multimedia presentations for interactive educational seminars.
- Managed the end-to-end production of digital and print marketing materials, establishing a strong foundation in visual hierarchy and typography.