

Ravichandran Selvaraj

Senior Product Designer · UI/UX, Design Systems & Accessibility

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PROFESSIONAL SUMMARY

Senior Product Designer with **10+ years of experience** designing enterprise fintech and digital banking products across India and the Middle East. Expertise in **Design Systems, UX Strategy, User Research, Accessibility Standards, and Product Design Leadership**. Proven track record delivering scalable, user-centred experiences — including **UPI, Payments, eSign, and Digital Banking platforms** used by millions of users. Specialises in **high-fidelity prototyping, wireframing, component libraries, design tokens, interaction patterns, user personas, competitive analysis, and DesignOps**. **Dual innovation award winner in 2025** (FSS Ideathon + RBIH Net Zero Hackathon). Cross-functional collaborator with strong experience in enterprise SaaS and fintech product environments.

CORE COMPETENCIES

Product Design · UI/UX Design · Design Systems · Accessibility (WCAG 2.1) · User Research · Information Architecture · Interaction Design · DesignOps · Design Leadership · Agile/Scrum · Enterprise SaaS · Fintech & Digital Banking

PROFESSIONAL EXPERIENCE

Lead Product Designer (UI/UX, Design Systems & Accessibility) | [Financial Software & Systems \(FSS\)](#)

Jan 2020 – Present

Global payments & banking technology company serving 100+ financial institutions · Products Delivered: UPI Platform, eSign Platform, Payment Gateway (CMS), Mobile Banking Applications, Internet Banking Platforms

- Architected and maintained a **Figma component library with 80+ reusable components, design tokens, interaction patterns, and style guides** across 5 enterprise banking clients; applied DesignOps practices and design governance to cut **design-to-dev handoff time by ~30%** and eliminating duplicate work across mobile-first and web platforms.
- Led UX strategy and end-to-end product design for **UPI and eSign platforms serving millions of monthly active users (MAU) across India**; used user personas, competitive analysis, and A/B testing to reduce drop-off at key payment flows by an estimated **20%** and improve conversion.
- Delivered **WCAG 2.1-compliant, accessibility-audited interfaces** for TMB, Bank of Baroda, UCO Bank, Union Bank, Du Telecom, and FSS payment gateway (CMS).
- Managed a team of **3–4 designers via agile sprint methodology**; led design reviews and contributed to product roadmap planning; mentored **2 junior designers to independent project ownership** within 12 months, improving overall design delivery velocity.
- Introduced **AI-powered research tools** (Attention Insight, Maze AI) into the discovery phase, reducing **usability testing cycles from 3 weeks to 10 days**.
- Collaborated directly with **PMs, engineers, and C-suite stakeholders** to align design decisions with product strategy, business KPIs, and regulatory requirements — championing user-centred design at every stage.

Senior Product Designer (UI/UX & Design Systems) | [Financial Software & Systems \(FSS\)](#)

Aug 2015 – Dec 2019

- Designed pixel-accurate **digital banking interfaces for 3 PSU bank clients** — translating business requirements into polished visual interfaces that improved mobile task completion rates.
- Introduced **design sprint methodology**, accelerating wireframe-to-prototype cycles and reducing **time-to-prototype from 2 weeks to 4 days** on key feature releases.
- Built **visual component libraries and UI pattern sets for UPI-related flows**, establishing a consistent visual language across products.
- Collaborated with developers to ensure pixel-accurate implementation, **reducing QA revision cycles by ~25%**.

Senior Graphic Designer | Teamwork Tech Knowledge

Sep 2012 – Jul 2015

- Created brand identities, visual assets, and print collateral for **10+ businesses** across retail and services sectors.
- Applied **visual storytelling frameworks** to simplify complex B2B product messaging for client pitches and marketing campaigns.
- Managed **multiple concurrent client projects**, coordinating directly with stakeholders to meet deadlines and brand guidelines.

Senior Graphic Designer | Dreamzone Pvt. Ltd

Aug 2011 – Sep 2012

- Designed **high-impact UI mockups and visual assets for EdTech clients**, supporting 3 product launches.
- Ran **design sprints** to accelerate delivery timelines and align creative output with client goals.
- Collaborated cross-functionally with developers and product leads to ensure **design fidelity from concept to launch**.

SKILLS & TOOLS

Design Systems & Product: Design Systems, Product Design, UX Strategy, User Research, Interaction Design, Information Architecture, Accessibility (WCAG 2.1), Design Tokens, Component Libraries, Visual Hierarchy, Interaction Patterns, User Flows, User Personas, High-fidelity Prototyping, Wireframing, Style Guides, Micro-interactions, UX Writing, Mobile-first Design, Responsive UI

Tools & Platforms: Figma (Systems, AI Plugins), Adobe XD, Photoshop, Illustrator, After Effects, Axure RP, Mockplus, HTML/CSS, Jira, Confluence, WCAG 2.1

Research & Validation: Usability Testing, A/B Testing, Competitive Analysis, Customer Journey Mapping, User Personas, Design Critique, HCI, Design Thinking, User-centred Design

Leadership & Delivery: DesignOps, Design Governance, Agile/Scrum, Sprint Planning, Stakeholder Management, Product Roadmap, Design Reviews, Mentoring, Cross-functional Collaboration, Design Leadership, Enterprise Products, SaaS Products, Fintech

AI Design Tools: Midjourney, Firefly, DALL·E, Uizard, Galileo AI, Framer AI, Attention Insight, Maze AI, VisualEyes

3D & Motion: Autodesk Maya, 3ds Max, Meshy.AI, Luma AI

Technical: Dev Handoff, Design Documentation, Pixel-accurate Handoff, Brand Identity, Typography, Colour Theory

CERTIFICATIONS & COURSES

Google UX Design Certificate · Google / Coursera

AI in the UX Design Process · Interaction Design Foundation

AI for UX Design and Research · Interaction Design Foundation

UX Research and Strategy · Nielsen Norman Group

Design Systems and Accessibility · Interaction Design Foundation

AWARDS & RECOGNITION

Winner — RBIH Net Zero Hackathon · Jun 2025 · IIML EIC & PNB
Innovative clean energy + household credit solution.

Winner — FSS Ideathon · Feb 2025 · FSS Innovation Hub
Awarded for design creativity and innovation leadership.

Team of the Quarter — Q3 & Q4 FY 2023–24

Back-to-back quarterly recognition for exceptional cross-functional collaboration.

EDUCATION

B.Sc., Aquaculture

Sri Venkateswara College, Thanjavur
Diploma in Graphic & Web Design
Pixel Maya Institute, Chennai