

SURYAPRAKASH CHOUHAN

Senior UX & Product Designer | AI-Augmented Design | Design Systems | B2B & B2C

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PROFILE

Senior UX & Product Designer with 7+ years of end-to-end experience designing enterprise, fintech, and AI-driven digital products for B2B and B2C contexts. Rare dual background as both a trained Designer (M.Des, Visual Experiential Design) and Developer (B.E, Information Technology) — enabling me to bridge design vision and technical execution natively, without translation loss. Currently at Tata Consultancy Services, leading design across large-scale enterprise platforms including AI products, cross-organizational ecosystems, and complex UX migrations. Pioneer in AI-augmented design workflows — compressing 3–4 week design cycles to under a week using generative AI across research, synthesis, and UI. Holder of a filed design patent. Seeking senior/lead product design roles at ambitious product companies and international remote teams.

EXPERIENCE

UX UI Designer · Tata Consultancy Services — Gandhinagar, Gujarat

July 2021 – Present

Multi-Organizational LMS & Skill Development Platform (Nov 2025 – Present)

- **Sole designer, built from scratch:** Designed a cross-organizational learning management platform serving 3 Tata group companies — enabling employees to nominate peers for courses, manage learning programs, and track skill development across organizational boundaries.
- **Ecosystem integration:** Architected UX for merging each organization's existing e-learning platform into a unified product experience — handling conflicting design languages, user models, and workflows into a single coherent system.
- Delivered complete end-to-end design independently: information architecture, user flows, wireframes, high-fidelity UI, design system, and developer handoff documentation.

Enterprise Assessment Platform Redesign (Jan 2026 – Present)

- **Complexity reduction:** Redesigned a legacy assessment management platform that was considered overly complex and confusing — simplifying the UX architecture, reducing cognitive load, and making the tool significantly more efficient for daily use across the organization.
- **Tech migration support:** Co-led design through a migration from a legacy technology stack to a modern development environment, producing component documentation, interaction specs, and design system assets to support developer adoption.
- Worked alongside one other designer — led UX strategy and collaborated on UI and design system to ensure platform-wide consistency.

AI-Augmented E-commerce Platform Redesign (April 2026 – May 2026)

- **AI-driven end-to-end workflow:** Led full redesign of an enterprise e-commerce platform using generative AI throughout every design phase — user research, synthesis, persona development, UX flows, and final UI — reducing a typical 3–4 week design cycle to 3–4 days.
- **Business-focused outcomes:** Redesign targeted measurable improvements in conversion rate and user retention, validated through AI-assisted user research, rapid prototyping, and iterative testing.
- Established a repeatable, scalable model for AI-augmented product design applicable across future enterprise engagements.

Tata Sons — Intranet Portal, Productivity Tools & GenAI Platform (Sep 2021 – 2025)

- **Intranet portal:** Implemented user-centered design processes across multiple agile teams to design a responsive intranet portal and mobile application — delivering a complete design system, brand identity, and marketing strategy that cut development time by 60% and improved accuracy by 50%.

- **Productivity suite:** Designed UX/UI for 5+ internal productivity tools — driving a 40% increase in user adoption and 20% reduction in error rates across work management and project execution workflows.
- **GenAI enterprise platform:** Designed and delivered a user-centered generative AI platform for enterprise solutions within 3 months — covering UX research, interaction design, and full UI end-to-end.
- **Employee Wellness Campaign:** Strategized and executed a 7-week design campaign across the intranet — landing pages, promotional posters, explainer videos, and product merchandising.

SwissRe (July 2021 – Sep 2021)

- **Dashboard architecture:** Designed Power BI reports and dashboards to optimize customer interaction across touchpoints — improving business operations and customer engagement by 40%.
- **Lead generation:** Redesigned landing and metrics pages, resulting in a 205% increase in leads.
- Established streamlined designer-developer collaboration processes, reducing development time by 50%.

Product Design Intern · Rebalance Technologies — Gurgaon

Oct 2020 – Feb 2021

- **B2C fintech product:** Led UX design for an AI-based retail investing app — full stack of UX, UI, marketing strategy, and brand identity.
- **User research at scale:** Conducted 35 in-depth user interviews and 142 surveys to define product requirements — contributing to a 300% increase in leads.
- Delivered a comprehensive admin and user dashboard alongside a cross-touchpoint design system.

Experience Architect · ExFx Lifestyle Ventures Pvt Ltd — Bangalore

Nov 2020 – Mar 2021

- **From-scratch platform design:** Led UX and brand design for an innovative platform for organizing formal debates and intellectual communications — responsive web app, design system, and brand identity.
- Conducted qualitative research with data scientists, developers, and researchers; reduced development time by 60%.

Freelance Multidisciplinary Designer · Independent

2018 – Present

- 6+ years delivering brand identity, UX/UI, motion graphics, 3D modeling, and marketing strategy for clients nationally and internationally.
- Mentored students and professionals in design psychology, UX principles, and visual design — across India and internationally.

EDUCATION

Master of Design — Visual Experiential Design

2019 – 2021

UID, Karnavati University, Gandhinagar, Gujarat

Bachelor of Engineering — Information Technology

2014 – 2018

IET, DAVV, Indore, Madhya Pradesh

SKILLS

UX & Product Design: End-to-end UX, Interaction Design, Information Architecture, User Research, Journey Mapping, Wireframing, Prototyping, Usability Testing, Design Systems, Responsive & Accessible Design

AI-Augmented Design: Generative AI design workflows, Prompt Engineering, AI-assisted research & synthesis, Design for/with AI, Conversational UI, Voice UI, ChatGPT, Gemini, Copilot

Visual & Brand: UI Design, Visual Design, Graphic Design, Motion Graphics, Branding & Identity, 3D Modeling, Storyboarding, Marketing Strategy

Design Tools: Figma, Adobe XD, Sketch, Axure, InVision, Zeplin, ProtoPie, Miro, Adobe Creative Suite (Ps, Ai, Ae, InDesign), Blender, Cinema4D, ZBrush

Dev & Collaboration: HTML/CSS fundamentals, Power BI, Agile/Scrum, Design-developer handoff, Design documentation

Leadership: Solo design ownership, Cross-functional collaboration, Stakeholder management, Design workshops, Mentorship

NOTABLE ACHIEVEMENTS

- **Design Patent #202121031025A** — Filed for a generative AI product developed as graduation project; nominated for funding by Karnavati University's Institute Innovation Cell (IIC).
- **Founder — The Art Legion:** Founded the official art club of IET DAVV; built a creative community of artists, designers, and developers over 4 years. Organized events, facilitated design psychology workshops, mentored UX and graphic design students.
- **International Design Mentoring:** Taught design psychology and UX principles to students and professionals across India and internationally through a freelance mentoring practice.
- **Full-Stack Design Thinker:** One of few designers with both a formal design master's and an engineering degree — enabling genuine cross-discipline collaboration at any level of technical depth.

Portfolio: behance.net/suryaparakshaatishchouhan | linkedin.com/in/suryaparakashchouhan-ep | Open to senior roles & remote opportunities