

Anusha Subramaniyan

8939880660 | anusubbu.96@gmail.com | [Portfolio](#) | [Linkedin](#)

Summary

Senior UX Designer with **7+ years of experience** designing enterprise and AI-driven digital platforms across B2B and consumer ecosystems. Beyond end-to-end product delivery, I contribute to innovation programs, RFP strategy, and proof-of-concept initiatives that support product scalability and business impact.

Work Experience

Sr. UX Designer | Publicis Sapient

9/2023 – Present

- **Meta (MALA, Ad Sprint Phase 2, UPA)** - Led end-to-end UX design across multiple AI-driven SaaS platforms, owning research, workflow definition, UI execution, and experience direction. Collaborated with leadership, product, data, and engineering teams while guiding junior designers and managing stakeholder and client interactions
- **Enrich Plus (Internal Capacity Platform)** - Designed an enterprise staffing and capacity platform, conducted user research with users across multiple countries, heuristic evaluation, AI feature ideation, workshops, and rapid prototyping with global stakeholders
- **Innovation & RFP Contributions** (Optum, KTM & Others) - Contributed to innovation lab and other research initiatives and RFP pursuits by shaping experience concepts, solution narratives, and proof-of-concept designs to support new business acquisition across healthcare, automotive, and enterprise domains.
- **Goldman Sachs – 10,000 Women (Design Operations)** - Worked on design operations for a global campaign ecosystem, delivering responsive web, digital, print, and partner deployment toolkits for institutions like IIM to align brand standards

Product Designer (UI → Product) | Ramco Systems

10/2018 - 6/2023

- Progressed from **UI Designer to Product Designer** over five year journey, leading end-to-end UX delivery for enterprise aviation (MRO), HCM, and technology platforms across web and mobile ecosystems.
- Designed multi-platform solutions (desktop, mobile, iPad), conducted usability testing, and drove large-scale product re-visualization initiatives to improve usability and system consistency.
- Co-built a cross-vertical design system, establishing mobile interaction guidelines and standardized design documentation to scale design practices across teams

Graphic & Animation Intern | Cognizant Technology Services

12/2017 – 5/2018

- **Outreach Initiative** - Designed email campaigns, digital outreach materials, visual storyboards, and animations for a 10-year scholarship outreach program targeting applicants and students

Education

MSc Electronic Media | CEG, Anna University

2013-2018

Area of Study - Multidisciplinary media and UX design spanning filmmaking, visualization, coding, animation, photography, audio production, journalism, and cross-format content creation

CGPA : **9.16/10**

Certifications | Google UX Professional

4/2023

<https://coursera.org/share/80308052290d916ce57e546db04bb8a2>

Research

International Conference | India & Rotterdam, Netherlands

12/2019

Presented a paper on topic - "An Experimental Study on testing and usage of mobile application in empowering women in Perumbakkam resettlement sites"

Abstract:

Presented research on mobile technology adoption in resettlement communities; conducted field research and developed a beta app ("Quick Jobs") evaluated through pre- and post-testing with 50 participants. Achieved 92.3% user acceptance and 6,121 installations on day-one registration, demonstrating strong adoption and behavioral impact.

Skills & Tools

- User Research
- Customer Journey Map
- Interaction Design
- Wireframes
- User Interface
- UX Strategy
- User Flows
- Rapid Prototyping
- Design Systems
- Heuristic Evaluation
- Usability Testing
- Accessibility
- Figma
- Adobe Creative Suite
- HTML / CSS
- AI Integrated UX