

# Rajthilak Somasundaram

Staff Product Designer | UX Lead | Decision Systems & Workflow | AI-Driven Systems

📍 Coimbatore, India    ✉️ rajthilakux@gmail.com    📞 +91 96000 18008    🌐 www.rajthilak.online

## Executive Summary

Staff Product Designer with 12+ years of experience in designing enterprise SaaS, B2B, and AI-enabled platforms, and 18+ years of overall professional experience. Specialized in building decision-driven systems, optimizing workflows, and designing data-centric dashboards that deliver measurable business outcomes.

Proven ability to transform complex, high-risk workflows into scalable, AI-enabled digital systems, improving operational efficiency, decision accuracy, and user experience across finance, insurance, utilities, and enterprise environments

7+ Years in Leadership

10+ Years in UX Solutions

18+ Enterprise & Digital Platforms Delivered

## Core Expertise

### Skills

- Figma (Advanced), Adobe XD and UXPin
- Claud Design, Stitch and Chat GPT
- Storybook, Design Tokens and Libraries
- HTML, CSS and Bootstrap
- Angular and React (Working Knowledge)

### UX & Product Design

- UX Strategy & Execution
- Information Architecture
- Interaction Design
- Wireframing & Prototyping
- Dashboard & Data Visualization
- Leveraged AI tools to accelerate design exploration

### Product & Leadership

- Cross-functional Collaboration
- UX Process Optimization
- Product & Design Leadership
- Resource Planning
- Quality Assurance
- Enterprise Workflow Design

## Professional Experience

**Role :** Staff Product Designer / Lead / Specialist UX

**Relevantz Technology Services** (formerly ObjectFrontier Software), Chennai, India

Apr 2010 - Present

- Led UX design for enterprise platforms across finance, insurance, and utilities.
- Designed structured decision systems to improve task completion speed and accuracy.
- Reduced user errors and operational dependency in complex workflows.
- Built role-based dashboards for faster, data-driven decision making.
- Accelerated product delivery using AI-assisted design workflows.

**Role :** Web Designer

**Talent Maximus**, Chennai, India

Aug 2009 – Feb 2010

Designed and developed web interfaces layouts, and Supported UI implementation using HTML and CSS

**Role :** Web Designer / Flash Animator

**Netaxis IT Solutions**, Chennai, India

Nov 2008 – Aug 2009

- Created website CMS layouts, visual designs, and front-end components
- Assisted in Visual development and design execution

# Key Projects & Impact

## 1. Utilities – Customer Service Request Platform (B2B2C)

- Led redesign of a **regulation-driven customer service platform** for managing move-in/move-out requests
- Defined **service request decision flows**, reducing complexity in multi-step customer interactions
- Unified fragmented service processes into a **single, structured workflow system**

### AI Product Thinking

- **AI-based anomaly detection request classification** to route service requests efficiently
- Implemented **smart form pre-fill suggestions** based on user history and context
- **Automated validation checks** to reduce incomplete or incorrect submissions

## 2. Financial Services – Investment & Onboarding Platform (B2B2C)

- Product redesign of a compliance-heavy investment onboarding system with multi-step workflows
- Defined the **decision architecture for investor**, aligning regulatory requirements with user experience
- Transformed fragmented, manual onboarding processes into a **structured, scalable digital system**

### How This Project Stands Out

- Owned and drove **rule-driven onboarding flows** for complex financial validations and requirements.
- Established **exception handling frameworks** for incomplete, invalid, and edge-case submissions
- Structured workflows to ensure **auditability, traceability, and compliance readiness**

### Impact

- Improved onboarding completion rates and onboarding workflows
- Reduced manual verification and compliance risks

## 3. Enterprise SaaS – Connectivity Management & Customer Portal

- Owned product design and decision architecture for a **real-time operational platform** for connectivity monitoring and service management
- Designed decision systems for **operational visibility, enabling faster** issue detection and resolution
- Owned and evolved **multi-role dashboards for high-frequency operational** use cases.

### AI Product Thinking

- Drove the strategy for **AI-based anomaly detection indicators** in real-time system monitoring.
- Designed AI-driven predictive alert systems to enable proactive decision-making
- Enabled **AI-prioritized** issue queues to guide operational teams on critical actions

### Impact

- Reduced issue response time by ~35%
- Improved operational visibility across teams by ~40%
- Increased efficiency in issue resolution workflows by ~30%

## 4. Skating Performance & Progress Tracking Platform (B2C | Canada)

- Led product design of a **multi-role performance tracking platform** for athletes, coaches, and administrators across training programs
- Defined the decision architecture for tracking athlete progression, coaching feedback loops, and session performance evaluation
- Transformed fragmented coaching inputs into a structured, insight-driven system

### Impact

- Improved athlete progress visibility by ~40%
- Increased engagement in training programs by ~25%

## 5. Insurance – Claims Processing Platform (B2B2C)

- Led product design of a high-volume claims processing system for a U.S.-based insurance provider
- Defined multi-stage decision workflows for claims validation, processing, and approval
- Re-architected claims experience into a structured, rule-based processing system

### How This Project Stands Out

- Owned the design of multi-role operational dashboards enabling high-frequency decision-making
- Introduced guided task flows for different operational roles and Enabled standardization across the platform.

### Impact

- Reduced manual intervention in claims processing
- Improved consistency and accuracy in validation workflows
- Increased throughput for high-volume operations

## 6. Secure Workflow Management System

Designed a secure, enterprise-grade workflow platform enabling organizations to manage sensitive processes, approvals, and data through controlled and structured digital experiences.

### Impact

- Improved workflow efficiency by transforming complex processes into structured, guided user journeys

## 7. FinTech – Loan Validation & Income Analysis Platform (US Onsite)

Onsite UX Assignment – **Texas, United States**    Duration: **Jul 2019 – Sep 2019**

- Product design of a **loan validation and income analysis system**, replacing Excel-driven workflows
- Established **decision architecture for financial validation**, enabling structured and repeatable analysis
- Transformed manual calculations into a **scalable digital decision system**

### Impact

- Reduced manual validation effort significantly
- Improved speed and consistency of loan processing and Enabled scalable financial analysis across applications

## 8. Automotive Parts Discovery & E-commerce Platform - B2B

Designed a digital commerce platform for an automotive aftermarket and recycled parts provider based in Antioch, TN, enabling users to search, compare, and purchase vehicle parts through a structured and intuitive experience.

- Designed a vehicle-based search experience allowing users to find compatible auto parts using year, make, and model.
- Simplified complex inventory data into structured product listings with filters, fitment details, and availability insights.
- Created intuitive product detail pages with pricing, specifications, and purchase flows to support quick decision-making.
- Improved end-to-end e-commerce journey from search to checkout, ensuring clarity, usability, and scalability.

## 9. School Payment & Meal Management Platform - B2B2C

Designed a digital payment platform for a leading school payment solutions provider in the United States, enabling parents to manage student meal accounts, track spending, and make secure transactions with ease.

- Designed a parent-focused platform to manage meal payments, account balances, and transaction history.
- Simplified payment workflows for quick, secure transactions using multiple payment methods.
- Created intuitive dashboards to track cafeteria purchases and monitor student spending.

## 10. Recreation Booking & Facility Management Platform - B2B2C

Designed a digital platform for a leading gym and recreation management provider in the United States, enabling users to book classes and facilities while helping businesses manage memberships, waivers, and operations efficiently.

- Designed a platform for users to discover, book, and manage classes, events, and facility access with ease.
- Simplified booking workflows and built scalable tools for managing memberships, waivers, payments, and schedules.

## 11. Invoice & Budget Approval Mobile App - Enterprise Mobile App

Designed a mobile application for a global information services provider in the Netherlands, enabling legal and risk teams to review and approve invoices, budgets, and financial requests on the go.

- Designed a multi-platform mobile app (iOS, Android, Windows, Blackberry) for approving invoices, budgets, accruals, and timekeeper rates.
- Simplified complex approval workflows into intuitive, mobile-friendly decision-making experiences.
- Enabled quick review, approval, and rejection actions with clear financial data visibility.
- Ensured consistent UX across platforms while aligning with enterprise compliance and operational requirements.

## 12. B2B - Mobile & Web App

Designed a mobile and web platform for a tax services provider in North America, enabling franchise teams to track promotional distribution, manage field activities, and monitor campaign effectiveness.

- Designed a mobile app for field employees to track visits, manage tasks, and ensure effective distribution of promotional materials.
- Created a web dashboard for franchise owners to monitor field activity, track visit status, and measure campaign reach.
- Simplified field reporting workflows with structured tracking, status updates, and real-time visibility.
- Improved operational efficiency and accountability by connecting on-ground activities with centralized monitoring systems.

## **Education**

**Master of Science - Visual Communication**

*University of Madras, Chennai*

2006 - 2008

**Bachelor of Science - Visual Communication**

*University of Madras, Chennai*

2003 - 2006

## **Why Hire Me**

- Transform complex workflows into scalable decision systems
- Focus on measurable business outcomes, not just UI
- Strong systems thinking combined with execution excellence
- Expertise in enterprise UX and high-risk domains
- Proven ability to integrate AI into product experiences
- Operate at a strategic product level beyond design deliverables