

Rajthilak Somasundaram

Specialist - User Experience

Coimbatore, India | rajthilakux@gmail.com | +91 96000 18008

20+

Enterprise & Multi-Role
Digital Platforms
Delivered

12+

Years of Experience UX
Solutions Contributed

25+

Complex Workflow &
Dashboard-Driven
Systems Designed

15+

Years of Continuous
Organizational Growth

8+

Years of Experience in a
Lead Role

EXECUTIVE SUMMARY

UX specialist with 19+ years of overall experience, including 16+ years in delivering scalable B2B, and B2B2C platforms across finance, healthcare, insurance, utilities, and SaaS ecosystems. Specialist in design systems, atomic design, dashboard-driven enterprise products, and rapid prototyping. Proven ability to translate product strategy into technically feasible, scalable user experiences and reusable system components.

CORE EXPERTISE

- Enterprise UX Strategy & Workflow Simplification
- Design Systems Architecture (Atomic Design Principles)
- Dashboard & Data-Heavy Interface Design
- Proof-of-Concept to Scalable Component Integration
- Low & High-Fidelity Interactive Prototyping
- User Flows, Journey Mapping & Interaction Modeling
- Cross-functional Collaboration (Product + Engineering)
- UX Process Optimization & Workflow Efficiency
- AI-Enabled Research & Rapid Product Iteration

AI-ENABLED UX PRACTICE

- AI-driven full-stack prototyping platforms to rapidly convert UX concepts into functional POC builds
- Leverage generative UI systems to validate interaction patterns before engineering handoff
- Integrate AI-assisted product scaffolding tools to reduce idea-to-prototype cycle time
- Bridge UX design and development through AI-supported interface generation and rapid iteration

TOOLS & TECHNOLOGY

Design Systems & UX

- Figma (Advanced), Adobe XD, UX Pin, Component Libraries, Atomic Design, Dashboard UX

AI-Accelerated UX Workflow

- Generative AI for research & IA structuring
- AI-assisted UI ideation & microcopy optimization
- Windsurf | Bolt.new | Lovable (rapid POC to functional prototype)

Technical Awareness

- HTML, CSS, Bootstrap, Angular

PROFESSIONAL EXPERIENCE

Relevantz Technology Services (formerly ObjectFrontier Software)

Apr 2008 – Present | Chennai, India

Specialist - User Experience

Designed and led UX initiatives across B2B and B2B2C enterprise platforms spanning financial services, healthcare, insurance, utilities, automotive, and SaaS ecosystems.

Key Projects

Investment & Wealth Management Platform (2024–2025)

Model: B2B2C

Domain: Financial Services

Designed an enterprise-grade investment platform used by financial institutions to serve end investors. Led UX for onboarding, portfolio tracking, deposits/redemptions, and financial dashboards.

- Built scalable dashboard components aligned with atomic design principles
- Converted early Proof-of-Concept flows into reusable design system components
- Leveraged AI-assisted research synthesis to benchmark competitor flows and identify friction points
- Optimized UX writing and transaction clarity using AI-supported microcopy refinement
- Collaborated closely with Product Managers to align UX decisions with business KPIs

Utility Service Lifecycle & Regulatory Workflow System (2023–2024)

Model: B2B2C / Enterprise Tool

Domain: Utilities

Designed service request platform used by utility providers and end customers for move-in/move-out, service adjustments, and approvals.

- Structured regulatory-heavy processes into guided user journeys
- Applied AI-assisted IA modeling to simplify decision trees
- Built reusable multi-step form components integrated into Figma design system
- Ensured technical feasibility through early collaboration with engineering teams

Skating Program, Performance & Session Management Mobile App (2022–2024)

Model: B2B2C

Domain: Sports Management / Performance Tracking

Designed a multi-role mobile platform enabling skating academies to manage coaches, sessions, events, performance scoring, and awards while providing students with visibility into schedules, performance metrics, and achievements.

- Structured role-based UX for academy administrators, coaches, and students
- Designed session lifecycle flows including enrollment, scheduling, attendance tracking, and performance scoring
- Created performance dashboards displaying scores, rankings, and award history
- Simplified event participation workflows and result tracking to improve engagement
- Applied human-centered design principles to balance operational control (academy) with motivational feedback (students)
- Ensured scalable UI structure for future expansion of events and scoring models

Networking Sales & Customer Portal (2022–2023)

Model: B2B2C

Domain: Enterprise SaaS / Customer Platforms

Designed role-based dashboards for sales teams and customer-facing portal interfaces.

- Developed scalable component libraries using Figma variants
- Structured multi-user workflows ensuring consistent UI across internal and customer views
- Improved engagement flows aligned with product strategy

School Student Management System (2022–2023)

Model: B2B2C

Domain: Education Technology

Designed platform serving school administrators, teachers, students, and parents.

- Created role-based dashboards and lifecycle management workflows
- Simplified complex academic data structures into intuitive navigation models
- Delivered responsive design ensuring accessibility across devices

Gym Membership & Activity Platform (2019–2022)

Model: B2B2C

Domain: Membership & Fitness Platforms

Designed management dashboards for gym operators and engagement interfaces for members.

- Structured membership lifecycle flows and activity tracking dashboards
- Built reusable UI components supporting scalable expansion

Automotive Spare Parts & Maintenance Operations System (2019–2021)

Model: B2B

Domain: Automotive Operations

Designed operational dashboards for spare parts sourcing, maintenance lifecycle management, and sales tracking.

- Translated complex operational workflows into structured UI systemsBuilt dashboard-driven interaction models aligned with business processes

ObjectFrontier Software

Senior Visual Architect

Led UX design for large-scale B2B enterprise platforms across finance, insurance, workflow automation, and manufacturing systems.

Web-Based Income Analysis Platform (2016–2018)

Model: Internal Enterprise Tool (B2B)

Domain: Financial Services / Mortgage Technology

Redesigned and modernized a legacy income calculation system used by loan officers and underwriters to evaluate borrower eligibility.

- Transformed Excel-based workflows into scalable web application experience
- Simplified complex financial calculations into structured dashboards

Insurance Claim Processing Application (2015–2017)

Model: B2B2C

Domain: Insurance

Designed claim submission and processing workflows supporting both insurance agents and policyholders.

- Built structured multi-role user journeys
- Improved clarity in approval lifecycle flows

Secure Workflow Management System (2013–2016)

Model: Enterprise Tool (B2B)

Domain: Enterprise Workflow Automation

Designed multi-level approval platform with secure navigation and structured process flows.

Mobile Invoice & Budget Approval Application (2011–2013)

Model: Enterprise Tool

Domain: Enterprise Mobility

Designed cross-platform approval application for financial operations teams.

Early Career

UI Designer – Talent Maximus 2009 – 2010 | Chennai, India

Web Application Interfaces

Web Designer – Netaxis IT Solutions 2008 – 2009 | Chennai, India

Corporate & Digital Platforms

Graphic Designer – Shubhkruthi 2006 – 2008 | Chennai, India

Branding & Visual Communication

DOMAIN EXPERIENCE

- Enterprise SaaS Platforms
- Financial Services & Investment Systems
- Insurance & Claims Management
- Healthcare Digital Platforms
- Utility & Regulatory Workflow Systems
- Education & Student Lifecycle Systems
- B2B & B2B2C Digital Products
- Workflow Automation & Approval Systems
- Field Inspection & Mobile Workforce Applications

EDUCATION

Master of Science – Visual Communication | Madras University - Chennai

Bachelor of Science – Visual Communication | Madras University - Chennai

Arena Multimedia – Specialist in Multimedia (AMS) - Adobe Suite | Chennai