

Pushpakanthan Narendran

Senior UX / Product Designer | Strategic UX Lead (Enterprise & B2B Platforms)

India | Open to Global Roles

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Strategic Senior UX / Product Designer with 10+ years of experience designing data-intensive, enterprise-scale B2B platforms across life sciences, healthcare, and analytics. Proven ability to translate complex, regulated problem spaces into clear, scalable, and measurable user experiences that improve adoption, efficiency, and trust. Known for driving UX strategy, building design systems at scale, and partnering closely with Product, Engineering, and Data teams to deliver high-impact outcomes.

Skills & Expertise

Core Skills & Expertise

- Product Strategy & UX Vision
- Enterprise & B2B Product Design
- Complex Workflow & Decision-Support Design
- UX Research, Insight Synthesis & Validation
- Information Architecture & Interaction Design
- Data, Analytics & AI-Assisted UX (Explainable AI)
- Metrics-Driven Design (Adoption, Retention, Task Success)
- Design Systems & Scalable UX Frameworks
- Accessibility & Inclusive Design (WCAG)
- Cross-Functional Leadership & Stakeholder Management
- Agile / Scrum Collaboration

Tools and Software Proficiency

- Figma
- FigJam Prototyping
- Usability Testing
- Analytics Dashboards
- Design Documentation

Design Thinking and Problem Solving

- Applying design thinking methodologies
- Rapid prototyping and iterative design
- Solving complex user experience challenges

Data-Driven Design

- Analysing user behaviour metrics
- Integrating feedback loops
- Designing with KPIs and business goals in mind

Emerging Trends and Technologies

- Knowledge of responsive and adaptive design principles

Selected Case Study Themes

- Patient Analytics & Safety Monitoring (Healthcare / AI):** Explainable AI workflows under strict regulatory constraints, balancing trust, compliance, and speed-to-insight.
- Marketing Intelligence & Segmentation (B2B Analytics):** Re-architected information hierarchy to reduce cognitive load and improve decision efficiency.
- Subscription & Conversion Journeys (Web):** Identified funnel drop-offs and designed friction-reducing flows with measurable conversion uplift

Design & Delivery Approach

- Clarify problem space, assumptions, and constraints
- Identify user, business, and technical risks
- Prioritise opportunities by impact and feasibility
- Explore solution trade-offs with clear rationale
- Validate with users and stakeholders
- Measure outcomes post-launch and iterate

Education & Certifications

Bachelor of Fine Arts (Applied Arts) – Karnataka Chitrakala Parishath

Dr. C.V. Raman University
Bachelor of Commerce-2015

Interaction Design Foundation – [Coursera](#)

Google UX Design Professional Certificate – [Coursera](#)

Professional Experience

Strategic UX Lead / Senior Product Designer

Axtria – Life Sciences & Analytics Platforms | India
Jan 2021 – Present

Led end-to-end UX strategy for enterprise analytics and AI-driven platforms used by global pharmaceutical and healthcare organisations.

Key Contributions & Impact:

- Defined and executed UX strategy across multiple B2B products, aligning user outcomes with business and regulatory goals.
- Designed high-cognitive-load workflows for analysts, clinicians, and commercial teams, reducing task completion time by 25–40%.
- Reframed ambiguous business and technical requirements into clear, testable user problems, improving delivery velocity and alignment.
- Introduced decision-centric and explainable AI UX patterns, increasing transparency and trust in regulated environments.
- Partnered with Product Managers to prioritise roadmaps using impact vs. effort frameworks grounded in user and business metrics.
- Established and scaled a design system, improving consistency and reducing UX-related defects and rework.
- Mentored and reviewed designers, raising quality standards for product thinking, case-study articulation, and executive communication.

Measured Results:

- 30%+ increase in feature adoption across redesigned workflows
- ~20% reduction in usability-related support tickets
- Improved engagement and retention across enterprise dashboards

Lead UX Consultant

TCS – IT Infotech India Ltd. | Bengaluru
Oct 2016 – Dec 2020

Led UX consulting engagements for large enterprises, focusing on usability, brand cohesion, and scalable interaction models.

Key Contributions & Impact:

- Designed enterprise dashboards and transactional systems for banking, aviation, healthcare, and public-sector clients.
- Delivered end-to-end UX for platforms used by thousands of internal and external users.
- Collaborated with engineering and business teams to modernise legacy systems and improve operational efficiency.

Notable Clients & Platforms:

- Ernst & Young, Standard Bank, Qatar Airways, IHX, E-Portal (Agri-tech)

Senior Interaction Designer

Sasken Technologies Ltd. | Bengaluru
Jun 2014 – Oct 2016

- Led interaction design for B2B and B2C digital products.
- Designed workflows for emerging technologies, including AI-assisted data collection and analysis tools.
- Worked closely with cross-functional teams to balance feasibility, usability, and speed to market.

Senior Interaction Designer

CognitiveClouds Software Pvt. Ltd. | Bengaluru
Jun 2013 – Jun 2014

- Delivered UX for consumer and enterprise web products.
- Designed information architecture and interaction patterns for social and marketplace platforms

Senior UI Designer

Geodesic Ltd. | Bengaluru
Jun 2009 – Jun 2012

- Designed high-traffic consumer applications across messaging, media, and collaboration domains.
- Worked closely with product and engineering teams in fast-paced, startup-like environments.