Tamilarasan Manickam

Senior Product Designer

Enterprise SaaS | AI Products | UX Strategy | Design Systems| Frontend Collaboration | Immediate Joiner

Contact

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Education

B.E – Computer Science and Engineering, 2011-2015

HSC – Mathematics and Biology, 2009 - 2011

SSLC – Tamil Nadu State Board, 2009

LinkedIn
https://in.linkedin.com/in/tamilm89

Portfolio
https://ux.tamilarasanm.in/

Professional Summary

Senior Product Designer (UX/UI) with 10 years of experience designing and delivering enterprise and SaaS products. Specialized in UX strategy, Product Design, and scalable design systems for complex operational platforms.

Led end-to-end product design initiatives across dashboards, web, mobile applications, AI & Conversational AI, and compliance-focused systems used in UK public sector environments. Strong in transforming data-heavy workflows into intuitive, accessible, and production-ready experiences.

Experienced in collaborating closely with engineering teams and contributing to frontend implementation (HTML, CSS, JS, ReactJs).

Core Expertise

Product Design
UX Strategy
User Research
Usability Testing
Information Architecture
Interaction Design
Wireframing & Prototyping
Design Systems
Accessibility (WCAG)
Enterprise SaaS
Responsive Web & Dashboard Design
Mobile & Tablet UX
AI Product UX
Stakeholder Collaboration
Front-end Collaboration & Design QA
Agile/Scrum Collaboration
AI-Assisted UX & Prototyping

Experience

August 2018– July 2026
Logic Valley Technology Pvt. Ltd, Coimbatore.

UX Engineer I (UX/UI)

- Led end-to-end product design across 30+ enterprise modules and 10+ products for UK public-sector platforms spanning enforcement, traffic technology, council tax recovery, citizen services, and compliance management.
- Designed enterprise SaaS solutions across 10+ business domains, including parking enforcement, ANPR monitoring, DVLA field services, notice processing and payments, licensing and permit management, penalty charge notice (PCN) processing, debt recovery, High Court enforcement, vehicle recovery, and commercial debt collection.

- Redesigned 15+ complex operational workflows, simplifying information architecture and interaction patterns to improve usability, task efficiency, and business process effectiveness.
- Established and maintained organization-wide and product-specific design systems, creating 100+ reusable components, design patterns, and UI standards adopted across multiple enterprise applications.
- Conducted qualitative user research, stakeholder workshops, usability evaluations, and iterative design improvements to translate business requirements into user-centered product experiences.
- Collaborated with 15+ Product Owners, Business Analysts, Project Managers, Architects, and QA teams, ensuring alignment between user needs, technical constraints, and business objectives.
- Worked within Agile/Scrum teams, contributing to sprint planning, backlog refinement, design reviews, and retrospectives. Used Azure DevOps to track design tasks, link prototypes to user stories, and coordinate developer handoff and design QA.
- Applied WCAG accessibility standards across web, tablet, and mobile applications by improving color contrast, typography, keyboard navigation, layouts, and interaction patterns, resulting in more inclusive user experiences.
- Designed responsive experiences for diverse user groups, including citizens, customers, enforcement officers, customer support teams, and back-office operations, across web, mobile, and tablet platforms.

September 2017 – April 2018
Sisar Group BV, Coimbatore

Front-end Developer

- Developed responsive academic platforms for European clients.
- Built modular UI components using modern frontend practices.
- Improved performance and cross-browser consistency across applications.

November 2015 – September 2017
Code Khadi Technologies, Coimbatore

UI/UX Designer

- Designed responsive web applications across mobility (taxi booking), wellness education (yoga), field service management and e-commerce for the Sri Lankan market. Created wireframes, user flows, prototypes, and visual interfaces.
- Developed responsive front-end interfaces using HTML, CSS, and JavaScript, translating designs into functional web experiences.

Skills

Product & UX

Product Design
UX Strategy
User Research
Information Architecture
Interaction Design,
User Flows
Wireframing & Prototyping
Usability Testing
Heuristic Evaluation
Competitor Analysis

UI Design

Visual Design
Responsive Web & Mobile Design
Design Systems
Component Libraries
Design Tokens
Accessibility (WCAG)

Front-end & AI

HTML5, CSS3
JavaScript
{React, TypeScript, NodeJs, ExpressJs & Git Fundamentals}

AI-Assisted UX & Prototyping

Tools

Figma—Components, Variants, Variables, Auto Layout & Conditional Prototyping
FigJam, Miro
Azure DevOps (ADO)
VS Code
Photoshop, Illustrator