

Logesh Devaraj (Logan) Senior UI UX Designer

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Portfolio: www.logeshdevaraj.com LinkedIn: <https://www.linkedin.com/in/logeshdevaraj/>

✓ Figma Expert

✓ WCAG - Inclusive Design

✓ Design System

✓ CUA Certified

OBJECTIVE

Seeking an opportunity to build impactful digital experiences that simplify everyday life and improve the status quo. I am passionate about building meaningful digital experiences that simplify everyday life and truly help people.

Learning from similar past experiences balancing UI and UX with a good understand of Front-end, really love taking challenges and problem solving. I enjoy uncovering users pain points through research methodologies and creating development ready mockups using tools like Figma. Comfortable working in both fast-paced design delivery and detail-driven research environments, in collaboration with cross-functional teams, while continuing to learn and grow.

SKILLS

- Human-centred design
- UI, interaction design & prototyping
- User research, analytics & customer insights
- Enterprise design systems & contribution
- Accessibility (WCAG) & inclusive design
- Design workshop facilitation
- Video editing and marketing materials
- Agile & cross-functional collaboration

TOOLS

Collaboration: Figjam, Maze

Designing, Prototype and Handover: Figma, Sketch, Adobe suite, Invision, Zeplin

Documentation: Zeroheight, Storybook

Analytics: Hotjar, Google Analytics

Frontend: HTML5, CSS3, js

Project management: Jira, Rally, Github

AI tools help me move faster: Figma AI / Make, Claude code, Uizard & Relume AI, Maze AI, Lovable

EXPERIENCE

Baker Hughes (GE Oil & Gas India Pvt Ltd)

Dec 2021 – Nov 2025

Senior UX Design Technologist

- **Led end-to-end UX** research and design delivery for **Europe** and **North-America** regions, for B2B and B2B2C enterprise platforms.
- **Conducted 40+ user interviews and AB Testing**, across projects, identified really time user pain points, technical challenges through strategic UX approach.
- Used **NPS analytics**, and customer insights, established simplified UX journeys and **delivered dev-ready mockups driving online sales by a 68% and 54% reduction in task completion time.**

- Built and maintained a **federated design system** using **Figma** components, auto-layout, tokens, and brand standards, compliant with **WCAG** Level AA, **increasing adoption by 300%** and **ensuring consistency** across globally distributed teams.
 - **Facilitated** design thinking **workshops**, **Mentored designers** and **created video design tutorial** for internal learning.
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Unisys

Jun 2019 – Dec 2021

Senior UI/UX Designer

- **Led UX research and delivered dev-ready UI for biometric SaaS application (Australian Department of Home Affairs), boosting task completion by 42%.**
 - **Embedded WCAG Level AAA accessibility** across all product surfaces from the ground up.
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Randstad India (Pearson - client place)

Mar 2018 – Jun 2019

Senior UX Designer

- **Handled end-to-end UX and design delivery** for one stop digital **academic solution MyPedia**, producing user stories, personas, and journey maps, **improving platform efficiency by 62%.**
 - Designed and implemented in-house monitoring tools, **increasing operational control and improving efficiency.**
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Snapwiz (Glider.ai)

Jan 2016 – Mar 2018

Senior UI/UX Designer

- **Designed and built interfaces for AI-driven platforms using Sketch, HTML, and CSS, improved user engagement by 47%.**
 - Planned & created **high quality design** for **marketing campaigns.**
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INTERESTS

- Passionate about pencil art, baking, and playing the keyboard, which involves creativity, patience, and precision.
 - The sport in me enjoys the push behind the wheels and a hit on a Carom Board that sharpen my focus.
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EDUCATION

- Master of Computer Applications - Coimbatore Institute of Technology, India (2007 - 2010)
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REFERENCES

Nasheed Kulay (*Design Director*)

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