

Kavuthamraj GS

Senior UI/UX & Product Designer

[View portfolio ↗](#)

I turn complex, data-heavy workflows into clear screens · Design Systems · Accessibility

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-  +91 98431 37477
-  Tiruppur, India · Open to relocate
-  linkedin.com/in/kavuthamraj
-  kavuthamraj.framer.website
-  Immediate joiner

5+ years UI/UX & product design	50,000+ Sporfy B2C app downloads	~50% fewer handoff bugs	US, Philippines & India PM & developer teams
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Summary

Senior UI/UX & Product Designer with **5+ years** building **design systems**, **accessible SaaS products**, and consumer apps. Designed a B2C booking app that reached **50,000+ downloads**, led **3 products end to end**, and cut design-to-dev handoff bugs by **~50%** through a tokenized design system. Recently shipped a **live QR-code SaaS** (Claude Code + React) and co-owned UX for a multi-country **B2B ERP**.

Experience



Senior UI/UX Designer at AffinityX ↗

Sep 2025 – Oct 2026

Remote, US · Marketing and production services · 1 of 2 designers, with PM and developer teams in 3 countries

- Built a tokenized **MUI v6 + Figma design system** (60+ components, light/dark modes) that cut handoff bugs from **~10 to 5 per sprint** across six sprints and accelerated delivery **~25%** (PM estimate via automation testing).
- Co-owned UX & UI for **Titan, a SaaS back-office/ERP product**, redesigning high-volume order and production screens for ops teams in the US, Philippines and India, from user research and audits to handoff.
- Audited every table and dashboard, benchmarked against Jira, then proposed and shipped **skeleton loading**; the PM estimated **~40% shorter perceived waits** and “app is stuck” reports dropped to zero. [Case study ↗](#)
- Added **WCAG 2.1 AA** handoff notes (focus order, ARIA labels) and made status readable without relying on color.
- Convinced the PM and engineering to replace mobile tables with cards for ops teams; it shipped as designed.



Founding Member & Design Lead at Lifto Technologies LLP

Nov 2024 – Jul 2025

Tiruppur, India · Software for hospitality, retail, logistics and AI-based IT services (company since closed)

- Led **end-to-end UI/UX**, idea to launch, for **3 products** on one shared Figma design system.
- Cyberdine ↗** (restaurant POS + B2C scan-to-order): sole designer from user research through developer handoff; at peak, by my own figures, **up to 15 restaurants** and **about 600 orders a day** (ordering and billing).
- Steadfast** (AI client-management app): designed how staff review and correct the AI’s output; delivered and in daily use by the client’s service team.
- Set up **developer handoff** (specs, components, Auto Layout) so engineers built directly from Figma.



UI/UX Designer at SRM Technologies ↗

Nov 2023 – Sep 2024

Chennai, India · Digital, embedded and product engineering services

- Designed **enterprise application and website UI/UX** in Figma within Agile teams.
- Built **design systems for 3+ apps and websites** with WCAG-accessible components, from wireframes to high-fidelity UI and micro-interactions.



UI/UX Designer & Visual Designer at Sporfy India Pvt Ltd

Jul 2021 – Oct 2023

Coimbatore, India · now Sporfy Technologies Pvt Ltd · 4-person design team

- Designed **Sporfy** (B2C turf & event booking) **end to end**, with user research: **50,000+ downloads, 30,000+ booked**.
- Created **5,000+ screens** across a **20+ app sports ecosystem** (mobile, web, admin), including Booking Manager and **Sporfy Tracker ↗** (sole designer), a mobile-first ERP for payroll, accounts, attendance and fees.
- Aligned PMs and **80+ developers** on one design system, working directly with the Co-Founder & CEO (ex-Microsoft).
- Mentored junior designers; Employee of the Year 2022, 2 Quarterly Awards, 2 Pat on the Back.

✦ Some of my projects

	QR Code SaaS ● Live Designed and coded with AI (Claude Code, React). Editable QR codes with scan tracking.	Try it live ↗
	Titan, skeleton loading for B2B SaaS Audit, research, wireframes, UI and handoff in 2 weeks. Client data redacted.	View case study ↗
	Cyberdine, QR dine-in ordering & billing Sole designer: diner app (35 screens) and restaurant app (~200 screens), Figma to handoff.	View case study ↗
	Sporfy Tracker Mobile-first ERP app for payroll, accounts, attendance and fees, designed over 3 months.	View case study ↗
	RedBus Daily Rider Pass Route pass with one-tap booking and live tracking.	View concept ↗

📦 Skills

Product & UX	User research, usability testing, UX audits, journey mapping, information architecture, wireframing, prototyping
UI & systems	Design systems and tokens, accessibility (WCAG 2.1 AA), interaction design, responsive and mobile UI
Tools	Figma (Variables, Auto Layout, Dev Mode), FigJam, Jira, Lottie
B2C products	Consumer app design, mobile-first UI, booking and scan-to-order flows, visual design
Collaboration	Stakeholder management, workshop facilitation, cross-functional work, Agile
Domains	B2B and B2C: SaaS, ERP, back-office; hospitality, logistics, e-commerce, sports, healthcare, fintech
AI & front-end	Claude, Claude Code, Figma AI, React, HTML, CSS, JavaScript, Framer
Data & analytics	Data visualization, Excel, Google Sheets, Power BI, SQL, Google Analytics
Languages	English (full professional), Tamil (native)

🎓 Education

	Online MBA, Business Analytics SRM Institute of Science and Technology · CGPA 8.6	2023 – 2025
	B.Sc., Design & Visual Communication PSG College of Arts and Science, Coimbatore	2018 – 2021

Let's design what's next.

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Email me ↗