

SUBASH MATHESWARAN

Senior / Lead Product Designer — UI/UX • Fintech & Enterprise SaaS

+91 80123 90404 | subash@outlook.com | Remote — India | Portfolio: subashmatheswaran.github.io

PROFESSIONAL SUMMARY

Senior UI/UX Designer with 11+ years leading end-to-end product design for fintech, payments, and enterprise B2B/B2C platforms. Proven track record designing scalable design systems, mentoring designers, and translating complex regulatory and financial workflows into intuitive, accessible (WCAG) experiences. Skilled in cross-functional leadership across agile squads with engineers, product owners, and researchers, driving measurable reductions in user friction for high-stakes, compliance-heavy products.

CORE SKILLS

Leadership & Strategy: Design Systems Ownership · Mentoring & Coaching Designers · Cross-functional Collaboration · Design Strategy for Fintech/Enterprise SaaS · Stakeholder Communication

UX & Design Craft: User Research · Wireframing & Prototyping · Web & Mobile UI · Accessibility (WCAG, Inclusive Design) · End-user Empathy · AI-assisted UX Research & Design

Tools: Figma, FigJam, Figma Slides, Adobe XD, Illustrator, Photoshop, Marvelapp, HotJar, HTML/CSS/JS familiarity

EXPERIENCE

Senior UI/UX Designer (UI Designer) | Kuya Technologies

Jul 2021 – Nov 2025

- Led end-to-end product design for high-stakes fintech and enterprise platforms (InstaPay, Strategy 360), owning design decisions across the full product lifecycle.
- Architected and maintained a scalable design system, ensuring consistent UI components across B2C payment gateways and B2B strategy tools.
- Translated complex technical and regulatory/compliance requirements into intuitive, mobile-first responsive interfaces, measurably reducing user friction for novice users.
- Partnered with engineers and product owners in agile squads, championing accessibility (A11y/WCAG) and inclusive design standards throughout delivery.

UI/UX Designer | Helpful Balance India

Jan 2020 – Jun 2021

- Designed user-centered experiences across B2B and B2C domains including e-commerce, school management, and inventory systems.
- Simplified complex inventory and planning tools using data visualization, making tracking and promotion optimization accessible to non-technical users.
- Delivered high-fidelity prototypes in Figma, aligning cross-functional teams on goals and technical feasibility for complex e-commerce configurations.

UI/UX Designer | Spagylo Tech

Oct 2018 – Jan 2020

- Designed end-to-end user journeys for "Neighbour," a community-driven mobile app focused on location-based discovery and social interaction.
- Architected e-commerce and business-facing web platforms with custom configuration flows for diverse product catalogs and service models.
- Partnered with engineering to ensure design feasibility across web and mobile, maintaining implementation quality through detailed handovers.

Web Designer | eWallHost

Jan 2016 – May 2018

- Executed high-fidelity web designs for a global client base across service-oriented digital products.

- Built responsive design patterns ensuring accessibility and performance across devices and browsers.
- Optimized conversion-driven UI for Google Ads and landing pages, refining CTA placement and information hierarchy through behavioral analysis.

Email Consultant | Sutherland Global Services (Amazon)

May 2014 – Aug 2015

- Resolved high-volume customer pain points for Amazon.com, building foundational insight into user friction across order, checkout, and post-purchase flows.

EDUCATION

Bachelor of Technology — Excel Engineering College (Affiliated to Anna University), 2010 – 2014

CERTIFICATIONS

- How to Design for Accessibility — Udemy, Dec 2024
- Foundations of User Experience (UX) Design — Coursera, Oct 2022
- UI UX Design — Great Learning, Jul 2022
- Enterprise Design Thinking Practitioner — IBM, Jul 2022
- UI Design and Web Development — Besant Technologies, Dec 2015

AWARDS

- Team Player — Kuya Technologies, 2024
- Department Topper & Best Student — College Final Year, 2014