

SANJU A

PRODUCT DESIGNER • IOT & AI • DATA-DRIVEN UX • INTERACTION DESIGN • DESIGN SYSTEMS

WORK EXPERIENCE

Product Designer II

LivSYT - OCT 2025 to PRESENT

- Improved operational visibility and execution reliability by designing scalable, workflow driven experiences for complex on site teams.
- Leveraged AI driven UI generation tools such as Figma Make and Lovable to rapidly prototype, validate ideas, and accelerate MVP delivery.
- Drove the UX and interaction design of an AI powered assistant that streamlines construction workflows, automates claim management, and simplifies physical progress updates for on site teams.

Senior Product Designer

Atsuya Technologies Pvt Ltd.- SEP 2021 to OCT 2025

- Led end-to-end UX/UI design for B2B IoT platforms, significantly enhancing user retention by 30% and engagement by 25% by optimising critical dashboards, complex task flows, and interactive prototypes for enterprise users.
- Established a streamlined design handoff process, reducing development time by 40% while improving design-to-development translation by 30%.
- Championed the adoption of modern UX practices and introduced a comprehensive design system that elevated designer productivity by 30% and ensured consistent UI patterns across products.
- Leveraged data-driven insights and user testing feedback to optimise user experience, resulting in a 25% increase in user engagement for Atsuya AOne and other pilot products.
- Delivered high-fidelity, interactive prototypes that accelerated sales cycles and increased enterprise client win rates; enhanced development efficiency by 40% and user satisfaction by 15%.
- Successfully managed and delivered multiple client projects spanning meat retail, HoReCa, manufacturing, real estate, and Fortune 500 clients, contributing to substantial revenue and user acquisition growth.

Co-Founder, Lead Designer

One Media InfoCreation Pvt Ltd.- SEP 2016 to AUG 2021

- Conducted deep-dive UX research using tools like Hotjar and Google Analytics to inform comprehensive product redesigns; reduced bounce rates by 15% and cart abandonment by 21%.
- Designed and shipped EdTech platforms (Android, iOS) used by 40K+ users.
- Managed full design lifecycle - from user research and wireframes to final specs - across 20+ client projects.
- Collaborated with engineering, QA, and business teams to deliver projects with a 15% YoY revenue uplift.

Intern, Developer

UST Global - JAN 2018

- Delivered 87 smart contract prototypes and presented research on DLT platforms to 300+ attendees.
- Co-authored a whitepaper on blockchain logistics use cases.

EDUCATION

Bachelor of Computer Science & Technology

Government Engineering College, Idukki - 2014 to 2018

SKILLS

User Experience	UX Research	Interaction Design	Rapid Prototyping
Design Systems	Design Thinking	Visual Design	AI Driven Prototyping
Leadership	Business Accumen	Branding	

ABOUT ME

Product designer blending technology and design to solve complex business problems.

5+ years designing data-driven SaaS, IoT, and enterprise products that have increased user engagement, revenue, and operational efficiency. I specialise in end-to-end product design, from research to scalable design systems, with a focus on B2B and industrial domains.

CONTACT ME

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ON THE WEB

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LANGUAGES

- English
Native or bilingual proficiency
- Malayalam
Native or bilingual proficiency
- Hindi
Professional working proficiency
- Tamil
Professional working proficiency

TOOL STACK

Figma
Figma Make
Lovable
Framer
Protopie
Adobe XD
Rive
Adobe Creative Suite
Notion
Maze
Jira