

Sarath B

Senior Product Designer | UX Lead

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PROFESSIONAL SUMMARY

Senior Product Designer and UX Lead with 5+ years of experience designing enterprise web platforms, cybersecurity and Agentic AI SOC dashboards, and responsive websites built in Framer and WordPress. Currently lead a team of 6 designers, owning end-to-end delivery from user research and information architecture to prototyping, design systems, and developer handoff, powered by an AI-augmented workflow built on agentic tools and MCP servers. Led UX for a Ministry of Defence SIEM portal serving 100+ defence organizations. A computer science and front-end development background enables close collaboration with engineering and technically feasible, high-quality design decisions.

CORE SKILLS

Product Design & UX: Product Design, User-Centered Design, Design Thinking, User Research, Usability Testing, Information Architecture, User Flows, Wireframing, Prototyping (Low to High Fidelity), Interaction Design, UI Design, Responsive & Mobile Design, Dashboard & Data Visualization Design, AI & Agentic UX Design, Accessibility

Leadership & Process: Design Leadership, Team Mentorship, Design Systems, Design Reviews, Stakeholder Management, Cross-Functional Collaboration, Strategic Design Decisions, Agile/Scrum, Developer Handoff, Design QA

Visual & Brand: Branding & Visual Identity, Marketing Design, Motion Graphics, Video Editing

Tools: Figma, FigJam, Miro, Framer, Adobe XD, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe Premiere Pro, Rive, Canva

Technical: HTML, CSS, JavaScript, Bootstrap, WordPress (Elementor, Divi), Python, Django, Flask, Framer Website Design & Development, No-Code Tools, AI-Assisted Prototyping, Agentic AI Workflows (MCP Servers)

PROFESSIONAL EXPERIENCE

Senior Product Designer & UX Lead

Centre for Internet Studies & Artificial Intelligence (CISAI) - Innspark | Kollam, Kerala, India | Nov 2024 – Present

- Lead and mentor a team of 5 designers, setting design direction and running design reviews to raise quality and consistency of output.
- Own end-to-end product design for enterprise and cybersecurity products, from discovery and research through information architecture, prototyping, usability testing, and launch.
- Shaped the UX of Agentic AI SOC dashboards and portals, making AI-driven alerts, investigations, and recommended actions transparent, trustworthy, and easy for security analysts to act on.
- Brought agentic AI tools and MCP servers into the design workflow, automating repetitive tasks and accelerating the path from research to prototype to handoff.
- Designed and developed the organization's new website in Framer, delivering a responsive, interactive site from concept to launch.
- Maintain and scale the CISAI/Innspark design system, ensuring visual and interaction consistency across all products.
- Streamlined design-to-development handoff with detailed Figma specifications, component documentation, and regular developer syncs.
- Facilitate design workshops that strengthened adherence to UX best practices across product and engineering teams.
- Partner with product managers, engineers, and stakeholders to align requirements, prioritize features, and define measurable outcomes.

UI/UX Designer

Centre for Internet Studies & Artificial Intelligence (CISAI) - Innspark | Kollam, Kerala, India | Dec 2022 – Nov 2024

- Designed cybersecurity products including threat monitoring dashboards, SIEM interfaces, and security analytics tools.
- Created and validated interactive prototypes and wireframes in Figma to improve usability and support agile development cycles.
- Conducted user research and usability testing to identify pain points and refine product interactions.
- Delivered brand identity, logo design, and corporate collateral, plus marketing graphics, infographics, and promotional and educational videos.

Web Designer & Developer

Centre for Internet Studies & Artificial Intelligence (CISAI) - Innspark | Kollam, Kerala, India | Nov 2021 – Dec 2022

- Designed and built responsive websites with a focus on usability and accessibility, including WordPress sites for easy content management and scalability.
- Designed the dashboard UI for a SIEM (Security Information and Event Management) platform and implemented it in HTML and CSS.
- Designed the UI for a Video Management System (VMS) portal for real-time video processing.
- Redesigned existing interfaces to improve user engagement and navigation.
- Collaborated with cybersecurity experts to turn complex security workflows into intuitive tools.

Web Designer & Developer

Soften Technologies | Kochi, Kerala, India | Jan 2021 – Oct 2021

- Developed full-stack web applications using Python, Django, and Flask, including RESTful APIs and PostgreSQL/MySQL data models.
- Built front-end interfaces with HTML, CSS, JavaScript, and Bootstrap; integrated third-party APIs and authentication systems.
- Collaborated with cross-functional teams to improve application performance and scalability.

KEY PROJECT

SIEM Portal – Ministry of Defence, Government of India

Lead UI/UX Designer | Secure internal project | Jan 2024 – Aug 2025

- Led UX for a centralized SIEM portal that collects, analyzes, and visualizes security events for 100+ defence organizations.
- Designed real-time alert and event dashboards that enabled faster threat detection and response across multiple units.
- Turned complex event logs into intuitive, role-based dashboards, improving triage speed and situational awareness for security analysts.
- Reduced alert noise by prioritizing high-severity events and designed workflows that support incident escalation.
- Worked with security and IT teams to align the portal with MoD cybersecurity compliance standards.

EDUCATION

Bachelor's Degree in Computer Science & Engineering | Visvesvaraya Technological University | 2020

CERTIFICATIONS

- UX Design (5 certificates) | Interaction Design Foundation (IxDF) | 2023 – 2025
- Leading and Managing Successful UX Teams | LinkedIn Learning | 2025
- Master the Art and Science of UX Design | LinkedIn Learning | 2025
- Web Design Using WordPress | Udemy | 2024

LANGUAGES

English (Fluent), Malayalam (Native), Hindi (Fluent), Kannada (Conversational), Tamil (Conversational), Norwegian (Beginner)