

Govind Sundar | Product Designer

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An architect turned product designer (UI/UX) who enjoys turning complex data into clear, usable digital products and dashboards. Uses AI-assisted workflows to research faster, make better decisions, and collaborate smarter, not harder.

Experience

ROAS Digital | Lead Product Designer (UI/UX)

SEP 2022 – PRESENT

Built and scaled an end-to-end design process from discovery to developer handoff.

Led the design of 30+ production-ready experiences, including B2B, B2C, and D2C websites, a web product, and data-rich dashboards..

Conducted 50+ UX audits for brands across the US, UAE, and Europe, identifying usability gaps and recommending actionable improvements.

Collaborated cross-functionally with product, development, SEO, content, and video teams to align user needs and business goals.

Led and mentored a team of 5 designers while improving delivery efficiency through AI-assisted workflows

Stylepick | Associate UI/UX Designer

Jan 2023 – Dec 2023

Contributed to the design of a generative AI fashion application that allows users to try outfits digitally. Led competitor UX research and analysis, defined core user segments and personas, and used data-backed insights to inform key design decisions.

Partnered closely with the product manager to translate product requirements into clear, intuitive user experiences.

Freelance | Architectural Designer

June 2018 – Jan 2022

Worked on residential and commercial architecture projects while collaborating closely with clients to understand user needs and constraints.

Developed a strong foundation in user-centric design, systems thinking, and iterative problem-solving through real-world projects, freelance work, and continuous learning in design theories and movements.

Education

Hindustan University Class of 2018 Bachelor of Architecture

Certificate

UX Mint Academy June 2022 – Dec 2022 UX Design Certificate

Design Skills & Tools

Skills

UX/UI Design · Interaction Design Responsive Design · UX Research · UX Audit · Heuristic Evaluation · Accessibility (WCAG Basics) · Information Architecture · User Flows · UX Principles · Prototyping · A/B Testing · Competitor Analysis · UX Metrics & KPIs · CRO Design · Design Strategy & Product Thinking

Tools

Figma · Sketch · Adobe Creative Clouds · Claude · Chatgpt · gemini · HTML/CSS · JavaScript · Hotjar · MS Clarity · GA4 · Mailchimp · VO