

Vignesh U

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Senior UX Designer with 10 years of experience, designing human-centred solutions for complex industrial automation, energy, IoT, and healthcare systems. Proven expertise in leading end-to-end UX processes-from user research, ideation to prototyping, rigorous usability testing-to significantly enhancing operational efficiency and user satisfaction. Specialized in real-time data visualization, workflow optimization, and enterprise systems design for mission-critical applications.

Experience

Senior UX Designer, Siemens Digital Industries & Siemens Energy

Aug 2021 – Present

Simulation and Operator Training System (Industrial Automation)

- Led end-to-end UX strategy and design leadership for Training Simulator, transforming complex industrial training into highly intuitive experiences that reduced training time by 50% and improved operational safety across critical industrial processes
- Designed gamified learning interfaces with real-time performance analytics, significantly enhancing user proficiency and knowledge retention
- Conducted ethnographic studies and contextual inquiries with 20+ industrial operators to validate learning effectiveness and identify usability improvements

IoT Substation Monitoring Platform (Energy)

- Pioneered UX architecture and design for various IoT application monitoring and managing substation and HV electrical appliances, optimizing critical data visualization, remote control, and complex workflow management
- Elevated operational efficiency and decision-making for high-stakes energy infrastructure through seamless interface design and progressive disclosure patterns
- Reduced operator cognitive load by implementing intelligent defaults and role-based customization

Advanced Industrial Test Automation tool (Industrial Automation)

- Optimized UX and usability of advanced industrial automation testing platform, streamlining complex testing workflows for engineers and testers
- Reduced testing cycles by 75% and increased test accuracy through simplified test scenario creation and intuitive configuration interfaces
- Enabled non-technical users to create sophisticated automated tests, democratizing testing capabilities across teams

User Research & Design Leadership

- Directed comprehensive user research initiatives including contextual inquiries, and A/B testing across specialized industrial environments
- Uncovered deep user insights from domain experts and operators, directly informing product roadmaps and mitigating design risks in mission-critical systems
- Championed rapid prototyping and iterative design processes using Figma and Adobe XD, translating intricate technical requirements into compelling interactive prototypes
- Accelerated stakeholder alignment and development cycles through high-fidelity mock-ups and design documentation in Agile/Scrum framework

- Cultivated strong cross-functional partnerships with product leadership, engineering, and domain experts, embedding human-centred design principles as strategic imperative throughout product development lifecycle

Consultant – Deloitte USI

Aug 2016 - Aug 2021

- Delivered UX solutions across healthcare, fintech, and digital domains by conducting user research, journey mapping, and prototyping
- Analysed and optimized user workflows for critical healthcare enterprise integration system, identifying key pain points and proposing system enhancements that improved user efficiency and satisfaction for support teams
- Gathered and translated detailed user requirements and business needs for proactive monitoring tools in healthcare, guiding development and enhancing daily experience of integration engineers
- Worked with clients to translate complex business requirements into actionable design specifications, improving product usability and customer satisfaction

Skills

Design: User Research, Customer Journey Mapping, Data Visualization, Information Architecture, Interaction Design, Prototyping, Design Systems, Data-Driven Design, A/B Testing, Usability Testing, Accessibility

Leadership: Design Thinking, Agile/Scrum, Stakeholder Management, Cross-functional Teamwork, Design Strategy, Communication

Tools: Figma, Adobe XD, Maze, Fig jam

Awards and Recognitions

- **Star Award** - Seven times for delivery excellence and UX community contributions in Siemens
- **Siemens High Impact Professional award for the year 2024**
- **Patent** filed: "SIMIT Rapid Tester" (ID **2024E15630** IN)
- **Spot Award** - Multiple times for delivery excellence

Skills

BE - **Electrical & Electronics Engineering**, PSG College of Technology

Jun 2012 – May 2016