

Sujith Pazhanivelan

Product Designer | 7+ yrs

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WORK EXPERIENCE

Product Designer @ Swiggy

Dec 2021 - Present

- Founding Designer for mobile app - Tezz (Swiggy) quick-commerce delivery for kirana stores with a driving adoption to **45K+ users** and scaling to **10K+ orders per day**.
- Orchestrated the design experience for Warehouse Management System (Web App) with a DAU of **500+ users across 10+ cities**.
- Designed on 5 core verticals (Web & Mobile App) connecting FMCG distribution from discovery to deployment.
- Initiated **motion design & transitions** across Tezz improving interaction clarity, including festive Spotlight section design during seasonal campaigns
- Partners directly with Product (PMs), Engineering and stakeholder leads to align design decisions with business goals and execution constraints.
- Mentors junior designers on the team, providing feedback on craft and design process on a daily basis.

UI Designer @ Tata Consultancy Services

Jul 2019 - Nov 2021

- Designed the learning experience for **TCS Internal LMS tool** (Fresco Play) used by **6 Lakh users**.
- Designed multiple product initiatives (Web & Mobile App) across learning, coding and helpdesk platforms

Junior Designer Intern @ Star Sports 2

Feb 2018

- Designed match-day creatives, in-stadium posters and social media creatives for Chennaiyin FC

SKILLS

Product Design, User Research, User Experience (UX), Design System, UI Design, A/B Testing, Usability Testing, Prototyping & Wireframing, Journey Mapping, Information Architecture (IA), Research Synthesis, Web & Mobile Design, Branding, Visual Design, Micro Animations, Figma, Claude Code, AI agents, AI experience, Jitter

EDUCATION

B.E Computer Science

Coimbatore Institute of Technology, Coimbatore. | Jul 2015 - Apr 2019

PERSONAL PROJECT

PocketBook v1 sujithnivel19.github.io/pocketbook

Web app that fetch answers from documents on your phone, source scan included, nothing leaving the device.

HONOURS & AWARDS

Best Future Entrepreneur, CSE CIT Association - 2019

Best Poster Design & Letterhead Design, Rotaract Club - 2018