

# SUNANDA SUBRAMANIAN



User Experience Design Leader

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## EDUCATION

### Master of Arts | Industrial Design

Savannah College of Art & Design  
Savannah, GA, USA | 2016 - '18  
3.4 GPA, Awarded 3 scholarships

### Bachelor of Architecture BMS College of Architecture

Bengaluru, India | 2009 - '14  
~3.65 GPA

Founder and Leader -  
Entrepreneurship Cell

## CERTIFICATIONS

### Microsoft

- Accessibility in Action
- Sustainability in Action
- SkillUp in AI

### Springboard USA

User Experience Design

## PUBLICATIONS

### Bootcamp: UX Collective

Think like an Architect

## RECOGNITION

### Microsoft

- Hackathon '21 Runner-Up
- Hackathon '21 Winner
- Star Award:  
'21 for Customer Obsession  
'20 for Growth Mindset
- Learning Champion '22 -'23
- D & I Champion '20-'21

### SHiFT Design

Winner - Simply Complex '17

## PROFESSIONAL EXPERIENCE

### Product Designer 2

Microsoft

Jun '20 - present  
Hyderabad, India

### Windows + Devices | Cross Device Experiences, AI Copilot

Leading product vision, strategy, accessible design and research for Copilot (>400 Mn users) and cross-device experiences (>80 Mn users) on Windows, releasing globally in 2024.

### Modern Life Experiences | People Experiences, Family & Family Safety

Solely led accessible design and research for all primary Digital Safety value offerings, increasing Monthly Active Families by 12% and Users by 47% over 2 yrs, with all features released globally.

### M365 | Family Subscription Sharing

Led, designed and released a UX & UI enhancements that contribute to projected increase in MAU.

### Learning, Diversity and Inclusion

Proactively led and curated design focused learning and growth initiatives for the team, resulting in an increase in learning score by 14% and inclusion score by 4% over 6 months.

### Lead Designer & Founding Member (Consultant)

Tandem Digital

Aug '19 - present  
Hyderabad, India

Spearheading end-to-end user-centered design including UX, UI, visual design, design systems, strategy, providing mentorship, client servicing, communication and quality assurance. Led business development, stakeholder management, defined company and project visions and oversaw 30+ app, website and branding projects in 5 countries, increasing revenue by 326% in 3 yrs.

Championed and initiated comprehensive learning, mentorship, fun and cultural initiatives within the company to foster a positive and engaging work environment for the team.

**Design Mentor** (Volunteer) Jan '21 - present  
ADP List

**Lead Industrial and Experience Designer** May '18 - May '21  
ByQuest New Jersey, USA

Led design strategy for product marketing kits, eliminating prototyping costs through curated collateral including photorealistic 3D model catalogues, specs and personalized recommendations, enabling streamlined customer acquisition and resulting in substantial growth in product sales.

Enhanced brand presence in international trade shows with improved visual and exhibit design.

**Project Lead Experience Designer** Sep - Nov '17  
Heineken USA + SCAD Savannah, GA, USA

Led a team of 18 designers for a funded project to create holistic sustainable strategy, service and industrial design solutions for urban infrastructure, that generate new purpose for recycled glass.

**Industrial & Experience Designer** Jul - Sep '17  
Ereena International Hyderabad, India

Elevated brand experience through sustainable packaging, print, digital exhibit spatial curation and experience design, positioning the brand as a top-rated sustainable brand globally.

**Graduate Research Assistant + Design Assistant** Nov '16 - Mar '18  
Savannah College of Art and Design | Dept of Design & SCAD Pad Savannah, GA, USA

**Founder and Principal Designer** Apr '13 - Aug '16  
Lucciola Hyderabad, India

Independently managed my online business, curated and selling 500+ customized eco-friendly hand-crafted lamps in 3 years. Commissioned by celebrities and top companies to facilitate workshops.

**Designer, Artist and Vocalist** (Freelance) Jun '15 - Aug '16

Pursued multiple passions as a lead vocalist for a 3-piece fusion rock band performing weekly shows, as visual designer for branding projects, and as an artist for public art installation projects.

**Experience Designer and Architect** Feb '15 - Mar '16  
Research Design Office Hyderabad, India

Swiftly promoted in a month to lead design, oversee and bring to life 7 luxury high value projects.

**Experience Designer and Architect** 2012 - 2014  
Mistry Architects, Nandu Associates | Design Training Bengaluru & Hyderabad, India  
CII IGBC, Dawson Modular, Matrix | Summer Internships

## SKILLS

### Software

Figma, Protopie, Adobe Illustrator, Photoshop, InDesign, AfterEffects, PremierePro, M365, Procreate, Blender, Keyshot, Solidworks, Wordpress, Azure DevOps, (AI), Slack, ChatGPT, JIRA, HTML, CSS.

### Language

English, Hindi, Tamil, Telugu

### Design

Design Thinking, User & Usability Testing, Design Strategy, UX Research, User Centered Design, User Experience (UX) Design, Product Design, Design Systems, User Interface (UI) Design, Interaction Design, Storytelling, Visual Design

3D Modelling, Sketching, Wireframing, Storyboarding, Visual Design, Agile, Design Sprint, Design Leadership, Accessibility, Information Architecture, Workshop Facilitation, Product Strategy, Service Design, Prototyping, Systems Thinking