



JAY SUTHAR

DIGITAL PRODUCT DESIGNER

[LINKEDIN.COM/IN/JAYSUTHAR](https://www.linkedin.com/in/jaysuthar)

HI@JAYSUTHAR.COM

07766 541 087

PROFILE

Creating positive outcomes for people by design, I apply conceptual thinking to create valuable digital solutions connecting user needs, business goals with technical capabilities.

I'm fascinated by anything cross-discipline, collaborative and lean. Working with an iterative mind-set excites me the most, as there is much potential for learning to make digital engagement better.

UX & DESIGN SKILLS

User research, Heuristic & competitor analysis, Personas, Information architecture, Card sorting, User flow mapping, Wireframing, High fidelity prototyping, Interaction design, Usability testing, Visual design, Responsive design, Mobile, app & web design patterns, Lean UX, MVP

SOFTWARE SKILLS

Sketch, InVision, Principle, OmniGraffle, Adobe CC (Photoshop, Muse, Illustrator, InDesign), Keynote, JIRA, Confluence, Microsoft Office. Working knowledge of Axure, HTML, CSS, Javascript/JQuery

TRAINING & EDUCATION

User Experience Design, General Assembly	2017
PRINCE2 Practitioner (No: GR634027514JS), AXELOS	2016
Industrial Design BSc (Hons), Brunel University	2003-07

EXPERIENCE

UX / UI Designer Aug 2011-Present

Open Reply (Digital Creative Agency)

Advocating the user-centred design process, my role involves collaborating with engineering, product and client service teams to ensure all UX and visual design requirements are met on various web or native platforms for best user experience. Global organisations I have developed digital solutions for:

Ministry of Defence, Rolls-Royce Aerospace Engines, Home Office, Monsoon Accessorize, Dunlop Moto, BNP Paribas, Sony PlayStation, The Body Shop, Berry Bros. & Rudd.

Freelance UX, UI, Web Developer Aug 2010-Apr 2012

Baolab Microsystems (Nano-sensing electronics)

Engaged with business for complete website redesign and build. Visualised 3D technical illustrations. Designed Android app demonstrating sensor accuracy.

Freelance UX, UI, Web Developer Jan 2010-Aug 2012

Semblant (Nano-coating technology)

Defined, designed, developed and launched their first branded online presence promoting protective nano-coating solution for electronics.

Freelance Graphic, Digital Designer, Web Developer Jul-Nov 2009

Capital One Media (Media agency)

Designed lively brand for an event; creatively managed accompanying print and digital promotional materials. Managed various print and web projects.

Freelance Digital Designer, Web Developer Apr-Jun 2009

QIO Systems (Wearable electronics)

Provided business with a professional online presence, balanced in clear content delivery and aesthetic visuals for intended site audience.

Industrial Designer Dec 2007-Jan 2009

Peratech (Force sensing polymer)

Executed various design projects: print (branding, collateral), digital (website, presentations, app UI) to industrial design (CAD engineering, product concepts).

Junior Designer Jul 2005-Aug 2006

Eleksen (Wearable electronics)

Responsible for design and development of business site. Designed, coded targeted HTML marketing emails for both business and consumer segments. Documented brand guidelines. Created promotional trade show and literature artwork.