



JAY SUTHAR

DIGITAL PRODUCT DESIGNER

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

[JAYSUTHAR.COM](https://www.jaysuthar.com)

HI@JAYSUTHAR.COM

07568 484 402

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 in continuously learning through insights to make digital engagement better.

Keen on exploring the next user interaction paradigms such as chatbots (AI/machine learning) conversational interface, AR and IoT.

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, Axure, Keynote, JIRA, Confluence, Microsoft Office. Working knowledge of HTML, CSS, JavaScript.

TRAINING & EDUCATION

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

EXPERIENCE

Senior Product Designer, App Feb 2018 - Present
YOTI (Digital ID system)

YOTI, a digital identity system that provides a simple and secure way of proving and checking a person's identity, online and face-to-face.

Pragmatically solving complex internal and external business problems with product managers and design leads to deliver value-oriented features balanced in user needs, business solution and technical feasibility. Identifying user needs, producing user flows, mapping interactions, testing assumptions with prototypes for user testing sessions.

Collaborating with design members and leads to develop and refine YOTI's UI visual design system. Mentoring junior design team members in developing their practical design skills and processes.

Defined documentation standards and improved processes between copy, design, engineering and QA teams for effective delivery and review.

Senior Designer Aug 2011 - Jan 2018

Open Reply (Digital creative agency)

Advocating user-centred design process in collaboration with engineering, business and client to deliver web, app, enterprise experiences on time and budget. 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, Delhaize, O2, Berry Bros. & Rudd, Ideal Standard.**

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

Baolab Microsystems (Nano-sensing electronics)

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

Semblant (Nano-coating technology)

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

Capital One Media (Media agency)

Freelance UX / UI / Web Developer Apr - Jun 2009

QIO Systems (Wearable electronics)

Industrial Designer Dec 2007 - Jan 2009

Peratech (Force sensing polymer)

Junior Designer Jul 2005 - Aug 2006

Eleksen (Wearable electronics)