



JAY SUTHAR

DIGITAL PRODUCT DESIGNER

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PROFILE

Creating positive outcomes for people by design, I apply conceptual thinking to create valuable digital solutions which connect user needs, business goals within 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 conversational interfaces, augmented reality and internet of things.

DESIGN SKILLS

User research, competitor analysis, personas, information architecture, card sorting, user flow mapping, wireframing, high fidelity prototyping, interaction design, usability testing, visual design, responsive design, mobile iOS & Android design, lean UX, MVP

SOFTWARE SKILLS

Sketch, InVision, Principle, Flinto, OmniGraffle, Illustrator, Photoshop, XD, Indesign, Axure, Zeplin, Abstract, Keynote, JIRA, Confluence, HTML5, CSS3

TRAINING & EDUCATION

Cognitive Psychology (Problem Solving), Birkbeck University	2018
Design Voice with Amazon Alexa, Tech-circus	2018
User Experience Design, General Assembly	2017
PRINCE2 Practitioner (No: GR634027514JS), AXELOS	2016
Industrial Design BSc (Hons), Brunel University	2003-07

EXPERIENCE

Senior Product Designer, iOS & Android app Feb 2018 - Present
YOTI (Digital ID platform)

A digital identity platform providing a simple and secure way of proving and verifying a person's identity, online or face-to-face.

Pragmatically delivering value-oriented features in collaboration with a squad of multidisciplinary, passionate people through a mix of lean design sprints and workshops. Transforming user needs, rapid internal and external business needs with high technical details into user flows, mapped scenarios, detailed interactions and prototypes to test assumptions.

Supporting design members and leads in refinement of UI design system. Mentoring junior design team members in developing their practical design skills and processes. Promoting inclusive design practice.

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

Senior Designer Aug 2011 - Jan 2018

Open Reply (Digital creative agency)

Collaborated with business analysts, solution architects, engineers and client to deliver a mix of web, app, enterprise solutions on time and budget. Produced strategic, user-centred experiences for **Sony PlayStation, Ministry of Defence, Rolls-Royce Aerospace Engines, Home Office, Monsoon Accessorize, Dunlop, BNP Paribas, 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)