



# JAY SUTHAR

PRODUCT DESIGNER

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## EXPERIENCE

Present - Mar 2019



Creating positive outcomes through design, I passionately craft beautiful, human-centred interactions - championing user needs in new business value propositions which are embracing emerging technologies to bring meaningful experiences to market.

Strategically iterating solutions in agile, cross-functional, product teams to accelerate profitable growth excites me the most.

I set the vision for end-to-end user experiences into reality through workshops, UX research, metrics, pixel-perfect designs

and prototypes using tools like Miro, Sketch, Principle, Invision or Adobe Creative Suite.

Keen on voice interfaces and services embedding data intelligence (AI/ML) that empower apps and incorporate analytics to measurably improve engagement.

Learning to be data-aware in my approach to help teams evaluate the most effective, usable and releasable design for end-user.

Recommendations from team members I've directly worked with available on [LinkedIn](https://www.linkedin.com/in/jaysuthar).

### SENIOR UX/UI DESIGNER

Hi Mum! Said Dad.

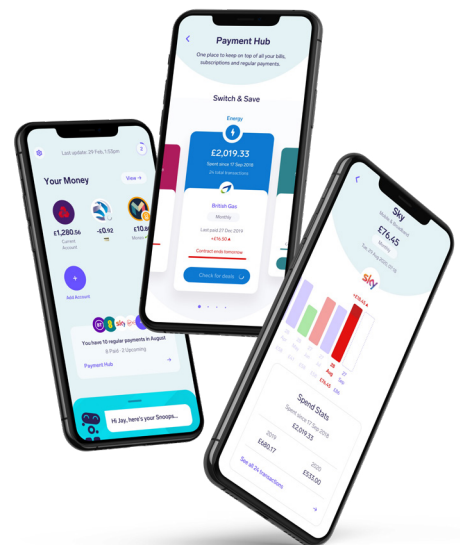
Digital product and innovation agency

Helping clients through the product development process on new customer propositions across voice, responsive web and native apps. Key highlights:

#### Design lead iOS/Android fintech app, SNOOP

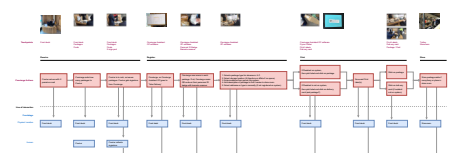
Integrating open banking with machine learning, Snoop turns customers' transaction data into intelligent insights and provides a personalised means to monitor, manage, save money across their personal finances. In the first 6-months of launch:

- Top 50 European / No.5 in top 100 UK disruptive Fintech start-up business
- Over 115,000 downloads, with 75% registered customers and £7.5bn analysed
- Customers annually saving £130 or more
- Commercial team successfully reaching monthly revenue targets
- 4.0 rating on [App](#) & [Google Play](#) store



#### Voice experience designer, Audible + Alexa

Prototyped Alexa skills for an engaging design studio workshop. I auditioned ways Alexa users could discover new, Audible content that generate revenue and help guide the 2019 skills program roadmap.



#### Operation analyst, Greenwich Peninsula

Conducted discovery sessions, ethnographic research and contextual inquiries with staff/stakeholders to capture real-time business operation insights into 23 service blueprints reflecting key process and improvements.

## JAY SUTHAR, EXPERIENCE CONTINUED

Mar 2019 - Jan 2018



SENIOR PRODUCT DESIGNER, IOS & ANDROID APP  
 YOTI (Your Own Trusted Identity)

Secure digital ID start-up - safer way to prove your identity and credentials, online or in person

Diving right in to steer progress at speed with product owners across multidisciplinary feature teams. At times, delivering in fluid 'discovery' bursts during sprints, adopting business and technical constraints, to present detailed user interaction journeys at team walkthroughs, prototypes for usability testing or launch fortnightly product features.

Established a closer way of working with product teams so we collectively set expectations in building the right thing in the right way. Mentored designers in skills and processes.

Jan 2018 - Aug 2011



SENIOR DESIGN CONSULTANT

Reply

Open Reply - eCommerce and digital experience agency

Entrenched with clients on site (UK/Europe), leading members with empathy, transforming high-level requirements from product owners, business analysts, solution architects to creative directors into strategic, user-centred, web, app or enterprise solutions for **Sony PlayStation, BNP Paribas, The Body Shop, Berry Bros. & Rudd Wines, Rolls-Royce Aerospace Engines, UK Ministry of Defence (Defence Equipment & Support), UK Home Office (Visas & Immigration), Monsoon Accessorize, Aveda, Delhaize, Dunlop Motorcycle, O2, Ideal Standard Group.**

2012 - 2010

UX/UI, GRAPHIC DESIGN, WEB DEVELOPER

Baolab Microsystems

Nanoscale sensing electronics

UX/UI, WEB DEVELOPER

Semblant (HZO)

Protective nano-coating materials

2009

GRAPHIC & DIGITAL DESIGN, WEB DEVELOPER

Capital One Media

Agency

UX/UI, WEB DEVELOPER

QIO Systems

Wearable electronics / smart fabrics

2009 - 2007

INDUSTRIAL DESIGNER

2006 - 2005

Peratech

Tactile-sensing, printable polymer-based ink

JUNIOR DESIGNER

Eleksen

Wearable electronics / smart fabrics

## COURSES & EDUCATION

2020



Data Driven UxD  
 University of Brighton



Various UX Courses  
 Interaction Design  
 Foundation

2019



UX Certification  
 NN/g



Design for Voice (Alexa)  
 Mobile UX London

2018



Cognitive Psychology:  
 Psychology of learning,  
 problem solving and  
 decision making  
 Birkbeck University

2017 & 2016



User Experience Design  
 General Assembly



PRINCE2 Practitioner  
 AXELOS

2003-2007



Industrial Design  
 BSc (Hons)  
 Brunel University