

# Surendar Selvaraj

Senior UI/UX Architect | Design Systems Leader | AI and Accessibility Advocate

Email: [contact@surendarselvaraj.com](mailto:contact@surendarselvaraj.com)

Status: H-1B

LinkedIn: <https://www.linkedin.com/in/surendarselvaraj/>

Location: Edison, NJ

Portfolio: <https://www.behance.net/surendarselvaraj/>

Contact: (407) 314-9934

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## Summary

Internationally recognized UX Architect with 19+ years of experience driving design systems, accessibility, and AI-powered product innovation across global enterprises. Initiator and lead of Factiva AI. Architect of Index Design System adopted across WSJ, Factiva, MarketWatch, Barron's, and WSJ+, delivering a verified 30%+ reduction in design debt. Owner of WSJ Vertical Video from MVP to company standard. Launched DJ Risk Journal V1, OpenFin V1, and Yomiuri V1 with global adoption. Multiple Dow Jones peer awards for leadership and delivery. Thought leadership through a Spotify podcast on design systems and accessibility.

## Key Contributions

- Factiva AI, initiator and lead, enterprise generative research assistant
- Index Design System, architect and driver, multi-brand tokens and variables, accessibility at scale
- WSJ Vertical Video, owner from concept to company standard across viewports
- DJ Risk Journal V1, end-to-end ownership of initial release, handoff after MVP
- OpenFin V1, the first Dow Jones integration into OpenFin Workspace widely used by financial firms
- Yomiuri V1, UX lead for bilingual Japanese business news service, launched with Yomiuri partnership

## Skills

- **UX/UI:** Research, interviews, heuristic reviews, journeys, personas, IA, wireframes, prototypes, usability, interaction and visual design, accessibility (508/ADA, multi-brand), Figma variables and tokens, AI-assisted UX
- **Design:** Figma, Adobe Creative Suite, Sketch, Affinity Designer
- **Prototyping:** Axure RP, InVision, Marvel, Principle, Zeplin, Balsamiq
- **Collab and PM:** Jira, Confluence, Azure DevOps, Slack, Teams, Miro, Mural
- **Methods:** Agile, Lean UX, Scrum, UCD
- **Other:** Salesforce, SAP, Webflow, WordPress, basic HTML, CSS, SASS
- **Analytics and Experiments:** Google Analytics, Optimizely, VWO

## Professional Experience

Senior UX Architect | Dow Jones | Aug 2023 – Present

- **Signature work:** Factiva AI, Index Design System, WSJ Vertical Video, DJ Risk Journal

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V1, OpenFin V1, Yomiuri V1

- **Factiva AI, initiator and lead** – Conceived and led the end-to-end UX for a generative AI research assistant: natural-language search, persona chat, smart summaries, explainable interactions, and governance. Positioned as a cornerstone of Dow Jones' enterprise AI strategy.
- **Index Design System, architect and driver** – Built a variable-driven, multi-brand system adopted across WSJ, Factiva, MarketWatch, Barron's, and WSJ+. Delivered 30%+ reduction in design debt, improved accessibility conformance, and faster rollout of brand variants.
- **WSJ Vertical Video, owner-owned** concept, motion language, and cross-viewport pattern library for vertical video. After MVP success, other teams scaled the model across Dow Jones as the multimedia standard.
- **DJ Risk Journal V1, end-to-end owner** – Led discovery, workflows, and UI for compliance and editorial users. Launched V1 and transitioned the foundation to partner teams for scaling.
- **OpenFin Version 1, creator** – Delivered Dow Jones' first integration into OpenFin Workspace, embedding real-time news and alerts into the desktops of banks and asset managers. OpenFin is used across leading financial institutions worldwide, which has increased the reach of DJ content within trading workflows.
- **Yomiuri Version 1, UX lead** – Shaped UX and localization for the co-branded Dow Jones Yomiuri Shimbun Pro service for institutional users in Japan, launched under a multi-year partnership.

## UX Architect | S4 Technosoft | Jun 2022 – Aug 2023

- Barron's onboarding and rankings, early multi-brand tokens for Dow Jones
- Defined onboarding, listings, and ranking experiences that later aligned with Index Design System conventions.
- Built early token structures, typography scales, and cross-brand components in Figma.
- Ensured 508/ADA compliance for web and mobile.

## UI/UX Design Architect and Product Owner | GlobalLogic | Mar 2020 – Apr 2021

- MARS Veterinary Health, VCA product suite
- Doctor Compensation, Code Catalog, Admin, Voyager PI3 modules, owner-led UX for compensation workflows used by hospital leadership and operations. Defined information architecture, data entry safeguards, approval flows, audit trails, and reporting

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views. Built Admin and Code Catalog management to support pricing, codes, and policy lifecycle, with clear role-based permissions.

- Designed for the Voyager platform ecosystem, which supports multi-location veterinary operations, and aligns with companion products like VoyagerGo used by Mars Veterinary Health clinicians. These systems are part of a large global network under Mars Veterinary Health.
- Partnered with product and engineering on PI planning, wrote specs, and supported incremental releases that reduced manual steps and improved error prevention across compensation and catalog tasks.

## **UX Architect | Wipro | Aug 2019 – Mar 2020**

- DHL, global finance transformation with Oracle Cloud
- Led UX strategy and design for finance process harmonization across regions and languages as part of DHL Supply Chain's Oracle Cloud program.
- Mapped current and future state journeys for core processes such as procure-to-pay and record-to-report, defined role-based navigation, and simplified heavy forms into task-oriented flows to reduce cognitive load and handoff delays.

## **UX Consultant | UCRYA LLC | May 2021 – Jun 2022**

- Aligned Monitoring System 2.0, a federal program
- Led the redesign of Aligned Monitoring System 2.0, used by the U.S. Office of Head Start for multi-year grantee monitoring.
- Translated policy requirements into usable workflows for scheduling, evidence collection, and review dashboards, with clear access levels for federal staff and grantees.
- Clarified Focus Areas and protocols within the UI, including ERSEA, to reduce errors and improve auditability.

## **Technical Lead | Mindtree | Dec 2016 – Aug 2019**

- Rolls-Royce (MTU) design system, Bosch Help Desk, Titan Tanishq POS, SC Johnson, Cargill
- Seeded an enterprise design system for MTU, unified visual language, and delivered reusable components.
- Improved service workflows for Bosch Help Desk.
- Revamped Tanishq POS flows for faster checkout and clearer cashier guidance.

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- Built component libraries for SC Johnson and contributed to a large suite of Cargill mobile apps.

## **UX Manager | Modee Software R&D | Sep 2015 – Nov 2016**

iShippo eCommerce platform

- Managed team to deliver iShippo.com, a marketplace for handmade, handloom, and handicraft products.
- Boosted artisan sales by 30% in six months, creating measurable economic and social impact.
- Established UX practices, design strategies, and branding guidelines across iOS, Android, and web.
- Improved satisfaction by 25% through actionable design outcomes and responsive applications.

## **Lead UI/UX Designer | SpurTree Technologies | Apr 2013 – Sep 2015**

Transportation, tourism, analytics, and gaming apps

- Designed RWD interfaces for desktop, tablet, and mobile across multiple industries.
- Increased user engagement by 20% through improved journeys and task flows.
- Produced Lo-Fi/Hi-Fi wireframes and prototypes in Axure, Balsamiq, Sketch, and Photoshop.
- Reduced user-reported issues by 10% through collaboration with stakeholders and architects.
- Documented requirements and led cross-functional design meetings for alignment.

## **Senior UI Designer | SourceN India Pvt Ltd | Jan 2012 – Apr 2013**

Clients: Dell, SAP, Disney World

- Led UI design for enterprise and consumer apps, ensuring high-quality client deliverables.
- Enhanced client communication with corporate presentations, prototypes, and visual design.
- Applied strong knowledge of typography, layout, and color for consistent brand delivery.
- Built cross-platform applications with HTML5, CSS3, Bootstrap, Android, iOS, and

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Windows Phone.

## Senior Web Designer | Rycoweb | Dec 2010 – Jun 2011

Corporate and client-facing websites

- Designed and developed website layouts and UIs using advanced HTML/CSS.
- Delivered visually appealing, functional sites aligned to client requirements.
- Produced presentations and assets, ensuring client expectations were exceeded.
- Authored testable, efficient code following best practices.

## Technical Assistance | Agile Labs | Aug 2007 – Jul 2008

Axpert ERP system

- Produced high-fidelity screen designs, graphics, and layouts for ERP modules.
- Contributed conceptual and creative thinking to ERP workflows and visualization.
- Developed front-end using advanced HTML/CSS practices.

## Awards and Recognition

- Dow Jones DOWs Recognition, Apr 2025, leadership on Risk Journal MVP
- Dow Jones DOWs Recognition, Feb 2025, Risk Journal search, and independent handoff
- Dow Jones DOWs Recognition, Dec 2023 and Apr 2024, quality, mentoring, collaboration

## Publications & Media

- **Podcast, Design by Suren** - Episode: *Figma and Neurodiversity* (Spotify, 2025). Explores how design systems can support neurodiverse users and improve accessibility in digital products. [Link](#)
- **Medium Article** - *Design Systems: The Future of UX* (Medium, 2025). Explores the evolution of design systems and their impact on UX efficiency and consistency. [Link](#)

## Conferences & Participation

- Attendee, Into Design Systems Conference 2025.

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## Education & Certifications

- Bachelor of Computer Applications, Manonmaniam Sundaranar University.
- Enterprise Design Thinking Practitioner, IBM.
- Certified Senior UXD Strategist, Web & eCommerce UXD, User Experience Architect.
- Certified HTML5 & CSS3 Professional.
- Certificate of Completion, LottieFiles for Figma Course.

## Professional Development

- Become a Senior UX Design Strategist, Udemy.
- Dynamic UX: Ajax Design and Usability, Interaction Design Foundation.

## Past Certifications

- Certified Scrum Product Owner (CSPO)