

DEEPAN VEERARAGHAVAN

15 yrs Experience | Certified Usability Analyst (CUA) | Design Manager

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Profile

“Scaling design from product excellence to enterprise-wide transformation”

Enterprise Design leader with 15 years of experience driving UX strategy and execution for complex enterprise web and mobile products across Hospitality, Supply Chain & Logistics, Telecom, and Financial Services. Proven ability to build and scale high-performing design teams, embed human-centered design practices, AI-native product thinking and align UX with business strategy to deliver measurable impact. Skilled in guiding cross-functional teams in Agile environments, improving product adoption, usability, and accessibility.

Certified Usability Analyst (CUA) and CSPO, passionate about advancing inclusive, future-ready digital experiences that balance user needs with organizational goals.

Experience

UX Manager, Agilysys Technologies | Chennai — Nov 2017 - Present

Led design & strategy for the enterprise lodging eco-system and its add-on products, streamlining booking operations including Property Management Systems (PMS), Reservations, Revenue Management, Customer Intelligence, Channel Management, Enterprise Configuration, and Digital Experience

- Spearheaded the UX strategy for the entire lodging platform, improving usability for staff to streamline bookings and enhancing the overall guest reservation experience
- Scaled design operations by embedding a UCD framework across multiple product lines, ensuring consistent, accessible, and high-quality enterprise solutions.
- Established UX Governance, UX Scorecards, UX Metrics, AI-powered UX evaluation, usability frameworks, and research-driven design practices to improve product quality and design consistency across the portfolio.
- Planned and facilitated UX workshops, research sessions, usability programs, design reviews, and organization-wide UX initiatives.
- Hired, mentored, and managed performance for a growing design team- conducting interviews, appraisal discussions, career development, and capability-building initiatives.

UX Designer | Cognizant Technology Solutions | Chennai — Nov 2014 - Oct 2017

Led a team of UX designers in a multi-year, multi-phase initiative to redesign the order management and driver payroll modules for a leading supply chain and logistics company.

- Led UX delivery for large-scale Supply Chain and also for in domains like Telecom, and Software Testing solutions, improving product usability and adoption.
- Introduced and scaled UX practices including persona development, task flows, and usability testing across multiple client engagements.
- Conducted usability testing with users, used feedback to refine designs, and worked closely with visual designers to deliver a product that met expectations.
- Mentored junior designers and guided peer reviews, strengthening design output and overall delivery consistency.

Senior Business Analyst | 3i Infotech | Chennai — Mar 2011 - Oct 2014

Managed BSM mapping, product configuration, functionality testing, and On-site (Tanzania, Africa) live support for ensuring smooth implementation and system reliability.

- Led the requirement gathering for PREMIA insurance applications across Underwriting, Claims, Finance and Re-insurance modules.
- Drove product implementation across EMEA markets, managing client workshops, UAT, and live production support to ensure smooth delivery.
- Acted as the liaison between business and technical teams for EMEA financial platforms. Translated requirements into clear specifications to ensure accuracy, compliance, and usability.
- Delivered usability-focused requirements, reducing reconciliation errors and improving operational workflows for the Underwriting and Claims module.

Skills & Competencies

Strategy

Strategic Roadmapping
Balancing Business, Technology, and User Needs
Driving Product Adoption & Growth

Leadership

UX Strategy
Enterprise Design Systems
UX Roadmapping
Stakeholder Management
Design Team Building & Scaling
Cross-functional Collaboration
UX Governance & Design Maturity

Expertise

SaaS Product Modernization
Usability Research & UX Metrics
Interaction Design
Usability Testing
Accessibility & Inclusive Design
Design Workshops
Product Innovation
Prototyping, Wireframing & Concept Validation

Education

- **M.B.A (Systems & Marketing)**
  VIT Business School, Vellore
  Jun 2009 - Mar 2011
- **B.E Computer Science & Engineering**
  P.R.Engineering College
  Jun 2005 - Apr 2009

Certification

- **Certified Usability Analyst**
  License : 2021-8002
  Human Factors International
- **Enterprise Design Thinking Practitioner**
  IBM
- **Human Computer Interaction (HCI)**
  Interaction Design Foundation