

SATHIYANATHAN RAJARATHINAM

Product Designer | (612) 483 6503 | sathyat2@gmail.com | www.sathyapix.com | [LinkedIn](#)

Professional Summary

Product Designer with 18+ years designing data-heavy, high-stakes systems across fintech, enterprise UX, and retail. Currently leading UX for Data Quality Management at Key Bank and previously shaped the mobile experience for Best Buy's 8M+ users, driving a 3.2% lift in order conversion.

Skills

UX Strategy & Vision, Information Architecture, Cross-functional Leadership, Stakeholder Alignment (Director level), Usability Testing, Visual Designs, Design Systems, Accessibility (WCAG), AI-Assisted Design Workflows

Tools: Figma, Figma Make, Figma Agent, Claude, Miro, Sketch, Adobe Creative Suite

Experience

Keystone Technology Partners (Client: Key Bank) – Product Designer
Seattle, WA | May 2025 – present

Leading UX strategy and end-to-end design for a next-generation Enterprise Data Quality Management (DQM) application used across governance, risk, compliance, and data engineering teams.

- **Led cross-functional alignment** with product, engineering, compliance, and data governance stakeholders to define the product vision and roadmap.
- **Facilitated workshops with SMEs** to map end-to-end data quality journeys and uncover gaps in trust, transparency, and accountability in rule validations.
- **Designed a role-based Information Architecture** that clarified responsibilities across data custodians, data owners, consumers, and executives, reducing task ambiguity and **improving workflow adoption by 40%**.
- Conducted deep competitive benchmarking and synthesized **UX SWOTs** to differentiate the bank's DQM offering in a crowded market.

- Designed dashboards surfacing data trust indicators, improving decision-making for risk and compliance teams.
- Streamlined rule creation using templates **saving 45% time** and reducing manual effort.
- **Built and maintained reusable component libraries** with auto-layout, variant logic, and tokenized spacing to accelerate design velocity and cross-functional alignment in Figma.

Tata Consultancy Services (Client: Best Buy) – Senior UX Designer

Seattle, WA | Apr 2019 – May 2025

- Led the UX strategy and execution of homepage personalization, collaborating with stakeholders and product team to deliver a **69% increase in engagement and 3.2% lift in conversions**.
- Led the design and delivery of in-home appointment experiences, **cutting reschedules by 32% and customer care calls by 47%**.
- Oversaw the complete UX design for in-store repair appointments, driving a **23% decrease in customer care calls**.
- Led the design and implementation of the Preference Selector, enhancing personalization across the shopping experience.
- Facilitated design critiques and stakeholder reviews, ensuring alignment across product, engineering, and business units
- Contributed to **design systems in Figma**, creating scalable UI components for web & mobile

Tata Consultancy Services (Client: Best Buy & TCS) – Senior UX Designer

Chennai, India | Mar 2016 – Apr 2019

- Partnered with UX leads and product managers to define vision and roadmap for Best Buy's Home App
- Led branding initiatives for Best Buy ODC and TCS Chennai office, coordinating with leadership teams
- Led and designed TCS internal applications to enhance employee experiences

Zanec Soft Tech Pvt Ltd (Client: Care Communications) – Lead Web Designer
Chennai, India | Nov 2013 – Mar 2016

- Lead designer ensuring end-to-end experiences of patient-doctor communication platform across multiple care facilities (Mobile & Web).
- Guided front-end developers with design specifications and usability standards

Tech Mahindra Pvt Ltd – Associate Consultant (Graphic Designer)
Chennai, India | Feb 2007 – Oct 2013

- Collaborated with product managers and stakeholders, leading design discussions for SBI website redesign

Certifications

- **AI for Designers** – Interaction Design Foundation, 2025
- **Design Thinking** – LinkedIn Learning, 2024
- **Accessibility** – LinkedIn Learning, 2024

Education

- M.A. in Public Administration – Annamalai University, 2004
- Diploma in Civil Engineering – Sri Nallalaghu Polytechnic, 1998
- Advanced Diploma in Multimedia – Arena Multimedia, 2001