

# Vijay Murali

## Product Designer

### My Self

I'm a product designer driven by a deep belief that design is not just how things look—but how they work, feel, and solve real problems. I craft thoughtful, scalable design solutions that bridge user needs and business impact. With a strong foundation in systems thinking, interaction design, and user research, I thrive in cross-functional teams where design drives innovation. I believe great products are not just usable—they're intuitive, empowering, and emotionally resonant. I'm endlessly curious, relentlessly detail-driven, and committed to shaping products that make a real difference.

### Experience

#### SAP Labs India

UX Design and Research Specialist

- Designed for S/4HANA Retail & Fashion; conducted a baseline study to align product strategy with user needs.
- Led Fiori conversion of legacy screens in Predictive Replenishment Planning (PRP), improving usability and consistency.
- Currently designing for Omnichannel Promotional Pricing (OPPS), simplifying complex coupons UI.
- Applied UCD principles through research, wireframes, rapid prototyping, and cross-functional collaboration.
- Conducted usability testing across 5+ products; achieved SUS scores of 75+.
- Leveraged front-end knowledge and strong visual design skills to ensure pixel-perfect implementation.
- Designed Joule AI use cases in PRP for alert handling and forecasting.

#### UX Design Specialist –I

Jan 2024 - present

Interaction Design Problem Solving Figma Gen-AI

#### UX Design Associate–III

Jan 2023 - Dec 2023

Usability Testing Interviews Figma

#### UX Design Associate II

May 2022 - Dec 2022

User Research Problem Solving Wireframing Prototyping

#### TAVANT

UX Designer

I got a solid grounding in UCD and went on to handle multiple projects in the Agri-tech and FinTech domains. I conducted card sorting exercise with a couple of customers, created navigation models, User flows, wireframes, hi-fi mockups, visualizations, banners, and so on.

#### UX Designer — UX Designer (Full Time)

Sep 2019 - Apr 2022

User Centric Design Problem Solving Figma

### Certifications

Indian Institute of Science 2024-2025, Bangalore

Completed Advanced Certification in Intelligent Interaction Design with more than 90% score, focused on user-centered design and emerging tech.

### Contact

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### Skills

- Problem Solving
- User-Centered Design
- Visual & Interaction Design
- User Research
- Story Telling
- Design System
- User Testing

### Awards

Tavant – Rookie of the Year  
2019

Salesforce – Learnathon  
CRM – Runner up –2019

Nptel – Elite Award  
Internet of Things – 2016

IIT Delhi – National Robotics  
Winner – 2015

### Education

B.E Information Technology  
KCET (Anna University), June 2019

Graduated as a top performer with hands-on experience in AR and AI projects. Led innovative, award-winning designs that combined emerging tech with human-centered thinking.

Mahatma Mont. Matric Hr. Sec  
June 2015

### Omni channel Promotional Pricing — Designer & Researcher

- Working on enhancing the user experience of the Omni channel Promotional Pricing (OPPS), simplifying complex coupons UI and Coupons Configuration.

### S/4 HANA Retail and Fashion — Designer & Researcher

- Working on enhancing the user experience of the S/4 HANA Retail and Fashion application, aiming to modernize and streamline its usability for optimal user engagement.

### Predictive Replenishment Planning — Designer & Researcher

- I have leveraged multiple generative AI use cases to address user problems, significantly enhancing user experience by simplifying complex processes.
- I am responsible for overseeing the end-to-end process of the Predictive replenishment planning, including managing the UX enhancements of PRP, User Research, user flow and maintaining the design system, and conducting usability testing."

## TAVANT

### Syngenta — UX Designer

- Cropwise Financials is an iOS application (iPhone and iPad) developed for farmers to perform their tasks such as tracking their production, manage their cropzones, and fields

**Responsibilities:** Created detailed user flow and related designs and design system, high-fidelity mock-ups, navigation models, interaction prototype, visualizations, and UI specifications. I had to extensively use Syngenta's design system which was created by me to create the design mockups.

### Tavant Warranty — UX Designer

- This software offers end-to-end warranty lifecycle management and helps organizations reduce warranty costs, increase supplier recovery, and improve aftermarket excellence.

**Responsibilities:** Gathered requirements from HR, created Information Architecture, detailed user flows and patterns, Designed high fidelity wireframes, navigation models.

### Tavant Fin Decision — UX Designer

- Tavant's FinDecision uses machine learning and process automation to submit loan data with a single click to automated underwriting systems, enabling lenders to see the full view of operational benefits available to their borrowers

**Responsibilities:** Created detailed UX flow and patterns, high-fidelity mock-ups, navigation models, interaction prototype, visualizations, and UI specifications.

### Newrez — UX Designer

- Newrez is a national wholesale mortgage lender that offers agency and non-agency lending solutions to brokers and community banks.

**Responsibilities:** Created detailed UX flow, high-fidelity mock-ups, navigation models, interaction prototype, visualizations, and UI specifications.

### Tavant HR Survey Portal

- HR survey portal is a web application that is used to conduct surveys and collect the feedbacks from the employees.

**Responsibilities:** Gathered requirements from HR, created Information Architecture, detailed user flows and patterns, sketched Low fidelity wireframes, designed high-fidelity mock-ups, navigation models. Created a prototype and delivered it to developers then tested it with end users, later it was launched.

### Tavant Digital Marketing — Graphic Designer

- Responsibilities:** Gather requirements from Marketing team and design Banners, Mailers and Posters.