

Giridharan Ramasamy

Giri Ram

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BRIEF

Strategic, data-driven Design Leader with 13+ years of experience pioneering user experience and product strategy for complex B2B enterprise software, developer-focused applications, and interactive platforms. Exceptional expertise in translating technical data architectures, API integrations, and multi-layered user permissions into frictionless visual logic and highly intuitive digital workflows. Expert at scaling cross-functional, remote-first design operations that leverage cutting-edge AI-native workflows to bridge user insights directly with measurable business growth.

CORE EXPERIENCE

Adaptavist

Oct 2023 - Present

Lead UX (Strategist & Design Principal)

Remote (UK)

- Scale and direct remote design operations across distributed products, embedding async communication strategies, product discovery frameworks, and continuous impact metrics of each releases.
- Architect the end-to-end UX for technical integrations, making it intuitive for technical and non-technical business users to configure complex logic, custom scripts, and cross-platform data mapping.
- Led the integration of AI-assisted design and development workflows (Cursor, Claude), accelerating internal rapid prototyping cycles and narrowing the execution gap between design intent and production code.
- Deployed and hosted fully interactive, high-fidelity user testing environments on Vercel, allowing stakeholders to validate data-dense integration concepts end-to-end before committing engineering resources.
- Govern a unified, multi-tier design system using Figma Make and advanced design tokens to accelerate front-end velocity and ensure component reusability across a diverse application ecosystem.

Ecolab Digital Center

Dec 2018 - Sep 2023

Lead UX Designer

Hybrid (India, UK)

- Led a cross-functional team of UX and UI designers spanning 8+ major enterprise projects, ensuring global brand consistency while managing diverse product backlogs.
- Deconstructed complex B2B data configurations, transforming high-friction user paths into streamlined digital processes.
- Drove substantial performance optimisation, reducing a critical product decommissioning workflow from 4 minutes to just 1 minute.
- Decreased user session time to complete complex checklist activities by 28% by simplifying layout hierarchy and data density.
- Established formal design documentation standards, streamlining developer handovers and ensuring cross-team alignment on technical product requirements.
- **Honours:** Recognised with the Spot Light Award and Star Team Award for outstanding leadership and design strategy.

Gwoop

Jan 2021 - Feb 2022

UX/UI Design Consultant

Remote (US, UK)

- Owned the end-to-end brand identity and interface architecture for a specialized tracking platform, collaborating closely with QA to verify high-fidelity implementation.
- Partnered with product analytics to evaluate features post-release, resulting in a 12% increase in average time spent on the product and a 10% decrease in user bounce rate during creation of teams.
- Overhauled user onboarding pipelines, slicing signup and initial setup times from 3.5 minutes to 40-50 seconds.

CORE EXPERIENCE (CONTINUED)

Pepelwerk

Jun 2018 - Dec 2018

Boss of Product and Experience

Remote (US)

- Wore multiple hats across product leadership and UX execution, designing interactive workspaces to streamline operational flows.
- Optimised the conversion funnel, leading to a 3% reduction in user drop-offs and reducing key task times down to 1 - 2 minutes.
- Accelerated job-posting velocity to 2 - 4 minutes for employers by redesigning complex information input schemas.

TenTenTen Digital Products Pvt Ltd

Apr 2016 – Apr 2018

Product Executive

Bangalore, India

- Designed end-to-end growth loops and user acquisition strategies for a high-volume fantasy sports application, driving an onboarding rate increase of 24%.

Prime Games Studios Pvt Ltd

Aug 2014 – Sept 2016

Founder / CEO

Bangalore, India

- Built and scaled an independent game studio from inception, successfully launching 7 mobile titles across iOS and Android platforms.
- Managed end-to-end product lifecycles, directing cross-functional teams across game design, front-end development, analytics integration, and monetization mechanics.
- Designed interactive simulations and augmented reality (AR) educational software tailored for international corporate training clients.

EARLIER CAREER HISTORY

Xentrix Studios

Jun 2014 – Aug 2014

Senior Production Co-ordinator

Bangalore, India

- Built operational pipelines and cross-functional handoff frameworks to resolve technical dependencies between distributed animation and asset modeling teams.

Trine Entertainment

Jan 2013 – Jun 2014

Associate Producer

Mumbai, India

- Analysed market trends to map business requirements into core gameplay design loops, managing delivery pipelines for high-profile PlayStation titles.

EDUCATION

M.Sc. in Computer Games Technology — University of Abertay Dundee, UK

B.E. in Computer Science — Anna University, India

CERTIFICATIONS & AWARDS

Interaction Design Foundation — Get Ahead in Product Design with AI, Service Design: How to Design Integrated Service Experience, Journey Mapping, Agile Methods for UX Design, Get your product used: Adoption and Appropriation, AI-Powered UX Design: How to Elevate Your UX Career, User Research – Methods and Best Practices, Design Thinking: The Ultimate Guide, UX Management: Strategy and Tactics, Design Thinking: The Beginner's Guide, User Experience: The beginner's guide

LinkedIn — Product Management First Steps

Awards — Ecolab Spot Light Award, Star Team Award.

TECHNICAL ECOSYSTEM & PLATFORMS

Design & Prototyping Figma (Advanced), Figma Make, FigJam, Miro, Zeplin, Principle for Mac.

AI-Assisted Dev & Eng Cursor, Claude, Vercel (hosting, serverless functions & backend deployment), Git/GitHub, BitBucket

Data & Analytics Databox, Google Analytics, Amplitude, Kibana, QuickSight, Canvas, PostHog, HotJar, Pendo