

Daddera Suraj S

Interaction Designer

M.Des, Interaction Design

National Institute of Design, Bengaluru

Contact: +91 9823339045

[Daddera Suraj Suresh](#)

[Behnance](#)

[LinkedIn](#)

[Portfolio](#)

Education

National Institute of Design/Interaction Design (UXD)

August 2021–June 2023, Bengaluru

School of Planning and Architecture/B. Architecture

August 2016–June 2021, New Delhi

Experience

Locus.sh/Designer 1

August 2023–**Present**, Bengaluru

As the lead designer for the LOTR application, the flagship product of Locus, I have been responsible for shaping the user experience of a product that supports diverse use cases for a global client base across various regions and business types. Following the implementation of key design improvements, the application has seen significant growth in both usability and user adoption. Currently, LOTR boasts an active user base of 16,000 riders, with approximately 24,000 tours processed through the app daily.

In this role, I managed the design of multiple use cases, ensuring that each solution aligned with the needs of primary stakeholders, including engineering managers, developers, product directors, and product managers. I collaborate closely with these teams to create an intuitive, user-centric experience that enhances the platform's efficiency.

Project 1: (Driver companion application)

1. Worked on the LOTR application's interface to align with riders' expertise, creating a more valuable and intuitive tool for B2B, B2C, and service category client types.
2. **Explored a streamlined workflow in the app and design to reduce complexity, boost efficiency, and ensure reliability in last-mile deliveries.**
3. Ensured the application was **aligned with the driver's expertise through meticulous analysis, stakeholder interviews, and extensive field research involving over 15+ on-ground delivery riders and dark store managers**, thus significantly enhancing the user experience.

Project 2: (Driver companion application payment experience)

1. Led a project to improve the payment process for our Middle East Asia partner, Siam Makro.
2. The task involved **integrating a payment gateway into our existing LOTR application**, which already accepted various payment methods.
3. Through multiple rounds of refining, **tackled 10+ different payment-related failures and design issues to ensure smooth payment operations.**
4. Worked closely with developers, product managers, and security engineers to anticipate and address potential payment failures.
5. Explored designs to **handle the intricate details and potential API failures, notably considering the amount of data the application handles.**

Project 3: (Driver companion application login experience)

1. **Integrating the OTP-based login method into the LOTR application** to enhance the login flows for riders and drivers for a specific client requirement. This was necessary for a **new type of persona among drivers: gig workers** (part-time workers).
2. Currently, the login method is a very elaborate way of experience, where the application has 3 main login methods, i.e., Rider ID & password, SSO login, and

- QR-based login.
3. **The challenge here was to incorporate the OTP login mode without disturbing the current methods.**
 4. This design would also be the primary login mode for all clients in the future.

Project 4: (Driver companion application *Tour card redesign*)

1. **Led the redesign and enhancement of the Tour Card feature** as a primary designer for LOTR—a critical component, providing drivers with essential information to complete their deliveries or routes.
2. The project focused on **transforming the static Tour Card into a configurable tool, allowing customization based on various industries, use cases, and user personas.**
3. The enhanced design improved clarity, usability, and user experience, enabling a self-serve model for clients to tailor the information display according to their operational needs.
4. This **project had to deal with the visibility of the on-ground operations' live status and dynamic information for different use cases and user states, which had complications to handle based on the current tour card.**

Project 5: (Driver companion application; *Conditional checklist on LOTR*)

1. Redesigned the static checklist system to a dynamic, conditional model, improving flexibility and real-time adaptability during delivery and pickup tasks.
2. **Integrated an "IF-THEN" checklist for industry-specific compliance (e.g., healthcare, logistics) and seamless configuration through a self-serve dashboard.**
3. Enhanced the rider experience, reducing errors and ensuring task accuracy based on real-time conditions.
4. **This design implementation enhanced the system, reducing the average task completion time by 2 minutes per rider and improving overall efficiency.**

Project 6: (Dashboard *Auto Generate Tour*)

1. Designed a manual planning feature for pro-assign orders, enabling clients to plan on-demand orders with a single click.
2. This feature simplified debugging for developers and provided flexibility for clients during sudden order surges.
3. **Key responsibilities included:**
 - a. Creating a nested function for auto-generating tours.
 - b. Exposing an API and CTA on TDMS for pro-assign clients.
 - c. Designing error-handling mechanisms for concurrent plans and team selection limits.

Parent of Solutions/UI/UX Designer

Aug 2022-November 2022, Bengaluru

1. Contributed to the development of innovative product application platforms at ParentOf in collaboration with product managers.
2. **Iterated product design based on feedback from over 20 usability tests, resulting in a positive outcome for the product's innovative and user-friendly design.**

Seva Sindhu, Govt. of Karnataka/UX Research Internship

February 2022-March 2022, Bengaluru

1. Engaged in discussions **with 5+ Seva Sindhu authorities, 10+ Seva Sindhu kiosk operators, and 15+ sample users and received final reviews** to improve the user experience of the Seva Sindhu website.
2. This project gave an overall idea of design research processes such as **primary interview, observational study, card sorting methods, heuristic evaluation, cognitive task analysis, etc.**

Studio Chintala/UX Designer

November 2021-January 2022, Bengaluru

1. Developed experience in collaborating with clients to accomplish their desired scope.

Studio Mokuzai/Tangible Product Designer

June 2021-September 2022, New Delhi

1. Led the concept and design development stage of live projects for FICCI Flo and Reformatory by maintaining constant communication with the principal, product developers, and local workers.

Kamath Design Studio/Tangible Product Designer

December 2019-June 2020, New Delhi

1. I took charge of 3 projects, including scheduling, budgeting, and resource allocation.

Top 4 Projects

LOTR driver companion app/product design (GP)/24 weeks; [Link](#)

The product is primarily made to assist the rider in executing the order handed to them in a specific sequence while following the specified route and finally capturing the essential information during the order confirmation.

- Project Documentation [Link](#)

Samarthan/Service Design/10 weeks; [Link](#)

A tech-enabled service to facilitate easy understanding and access to government schemes for rural citizens of India

PIXO/tangible user interface design/8 weeks; [Link](#)

A product that helps you organize the work and get more productivity out of the busy work atmosphere of everyday

Lusky/Designathon winner/24 hours; [Link](#)

A system that combines a system and a mobile device to aid the user who has been diagnosed with PTSD by offering them ongoing assistance and assisting them in overcoming tragic situations they have experienced in their lives.

Skills

Design System, UX Research, Secondary Research, Tangible Interface, Product Design, Critical Thinking, Adobe Suite, Figma, Experience Mapping, Product Vision Design, UI Guidelines, UX Evaluation and Parameters, 3D modeling, visualization

Awards and Achievements

1. **Winner/Designathon Value Labs**—Design Inspire, Value Labs, 2022
2. **Top 10/Young Designers Award**, MIT, Avantika University, 2022
3. **Top 15 Industrial Design Award**—NASA, 2021
4. **Top 15/Product Design**—National Design Competition, 2021