

# Daddera Suraj S

Interaction Designer

## M.Des, Interaction Design

National Institute of Design, Bengaluru

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[Daddera Suraj Suresh](#)

[Behnance](#)

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[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 2021–Present, Bengaluru

#### *Project 1 - (Driver companion application)*

1. I worked on the LOTR application's interface to align with riders' expertise, creating a more **valuable and intuitive tool for B2B, B2C, & 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. Through meticulous analysis, stakeholder interviews, and **extensive field research involving over 15+ on ground delivery riders and dark store managers**, I ensured the application was aligned with their expertise, thus significantly enhancing the user experience.

#### *Project 2 - (Driver companion application payment experience)*

1. During my tenure as a product designer 1, I led a **project aimed at improving 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 & design issues to ensure smooth payment operations**.
4. I 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 that the application handles

#### *Project 3 - (Driver companion application login experience)*

1. OTP based login is a normal login process for the LOTR application, which was built to enhance the login flows for riders and drivers.
2. Currently, the login method is a very elaborated way of experience, where the application has 3 main methods of login, i.e., Rider ID & password, SSO login, and QR based login.
3. **The challenge here was to incorporate the OTP mode of login without disturbing the current methods**.
4. This design would also be the primary mode of login for all clients in the future.

### ParentOf 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 outcomes.

### **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.

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## Top 4 Projects

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### **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

### **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 which 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 with ongoing assistance and assisting them in overcoming tragic situations they have experienced in their lives.

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## Skills

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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 modelling, Visualization

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## Awards & 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