

Daddera Suraj S | User Experience Designer

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[Email](#) [Behance](#) [LinkedIn](#) [Portfolio](#)

Education

National Institute of Design | Interaction Design - August 2021–June 2023, Bengaluru

School of Planning and Architecture | B. Architecture - August 2016–June 2021, New Delhi

Experience

Locus.sh/Designer 1 (8+ live stories) - August 2023–**Present**, Bengaluru

As the lead designer for the LOTR application (user base of 16,000 riders, with approximately 24,000 Tours/day), 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.

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.

Story 1: (Driver companion application) - Graduation Project 2023-24

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. 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.

Story 2: (Driver companion application payment experience) 2024

1. The task involved **integrating a payment gateway into our existing LOTR application**, which already accepted various payment methods.
2. Through multiple rounds of refining, **tackled 10+ different payment-related failures and design issues to ensure smooth payment operations.**

Story 3: (Driver companion application login experience) 2024

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.**

Story 4: (Driver companion application Tour card redesign) 2024

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 customisation based on various industries, use cases, and user personas.**
3. 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.

Story 5: (Driver companion application; Conditional checklist on LOTR) 2024

1. Integrated an "IF-THEN" checklist for industry-specific compliance (e.g., healthcare, logistics) and **seamless configuration through a self-serve dashboard.** (Redesigned the static checklist system to a dynamic)
2. This design implementation enhanced the system, **reducing the average task completion time by 2 minutes per rider and improving overall efficiency.**

Story 6: (Dashboard Auto Generate Tour) 2024

1. Designed a manual planning feature for pro-assign orders, enabling clients to plan on-demand orders with a single click.

Story 7: (Driver companion application Time card / GTS) 2024

Story 8: (Driver companion application **Partial Delivery at Doorstep**) 2024

Story 9: (Multi-Leg LIT application **Profile Page Design**) 2024

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.

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 interviews, 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.

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 Project

1. **Live project on LOTR application;** [Link](#)

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 capturing the essential information during the order confirmation. - **Project Documentation** [Link](#)

2. **Samarthan/Service Design/10 weeks;** [Link](#): A tech-enabled service to facilitate easy understanding and access to gov.t schemes for rural citizens of India
 3. **PIXO/tangible user interface design/8 weeks;** [Link](#): A product that helps you organise the work and get more productivity out of the busy work atmosphere of everyday
 4. **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.
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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 modelling, visualisation

Awards and Achievements

Winner/Designathon Value Labs—[Design Inspire, Value Labs, 2022](#)

Top 10/Young Designers Award, [MIT, Avantika University, 2022](#)

Top 15 Industrial Design Award—[NASA, 2021](#)

Top 15/Product Design—[National Design Competition, 2021](#)