

SENTHIL MURUGESAN

Lead UX Architect | Enterprise Product Design & Design Systems

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PROFESSIONAL PROFILE

Lead UX architect with 21 years designing complex enterprise products and services in banking, healthcare and telecom, most recently for Citi, Computershare and BT through Virtusa UK. Simplifies high-volume operational workflows through information architecture, service journeys, interaction design and the design systems that hold them together at scale. Pairs hands-on craft with design-system governance, accessibility practice and close design-to-code collaboration with engineering. Works across discovery, design and delivery, setting direction and mentoring designers on multi-team platforms.

CORE EXPERTISE

- Enterprise UX architecture and complex workflow transformation
- Product and service design across web, native and hybrid mobile
- Design-system strategy, token architecture and governance
- Information architecture and interaction design
- Accessibility and inclusive design to WCAG 2.1 AA
- User research, journey mapping and usability evaluation
- Design-to-code collaboration: Figma, Storybook and CI/CD workflows
- Stakeholder facilitation, design-thinking workshops and training
- Mentoring and hands-on design leadership across multi-team platforms
- AI-assisted research synthesis, prototyping and design-to-code

PROFESSIONAL EXPERIENCE

Virtusa UK | Lead UX Architect, Consulting Senior Manager

January 2016 to present | London, United Kingdom

Design leadership within Virtusa's UK consulting practice: setting design direction on enterprise client engagements across financial services, healthcare, insurance, telecom and retail, and supporting new business through UX validation and prototyping.

- Own UX validation on client RFP responses, assessing solutions against requirements and technical feasibility, and providing the effort and resourcing estimates that inform proposal costing with the P&L team.
- Build requirement-based prototypes for client pitch meetings, giving business development a tangible design narrative during competitive bids.
- Grew a multi-year financial services partnership, with engagement scope and account revenue expanding across the relationship.
- Lead design-thinking practice across Agile, Lean and Waterfall delivery, and delivered human-centred design training to the Openreach team across two sessions reaching several hundred participants.
- Apply AI-assisted workflows in daily practice, including research synthesis, prompt-driven prototyping and design-to-code translation, with accessibility checks and human review before delivery.

Selected client engagements

BT | Lead UX/UI Designer, Zone Access Management | January 2026 to present

Mobile-first redesign of an enterprise zone access management experience used by operational and field teams, delivered within BT's existing component library.

- Resolved a parent-child hierarchy ambiguity in the access model that was driving selection errors, restructuring how those relationships are represented in the interface.
- Defined layout, spacing and touch-target standards for handheld field use, delivered through CSS-only adaptation to avoid base-code change and engineering rework.
- Partnered with engineering to validate feasibility against the constraints of the existing library, and shared the approach in a practice guild session for peer designers.

Healthcare contact-centre transformation | Lead UX Strategy and Interaction Design | June 2025 to November 2025

UX lead on an enterprise healthcare contact-centre platform built on Pega Constellation, supporting advocates handling multiple member cases in a regulated compliance environment.

- Defined information architecture and workflow orchestration for contract-based case handling, structuring how advocates move between member search, case context and resolution.

- Established UI governance guidelines and reusable component patterns across dashboards, search and case panels, within Pega Constellation's constraints.
- Facilitated workshops across business, product and operations teams to align platform workflows with real contact-centre scenarios.

Computershare | Design System Lead | July 2024 to May 2025

Set direction and governance for a global design system serving enterprise product teams across design and front-end implementation.

- Defined the token architecture and component model underpinning the system, aligning Figma libraries with coded components so design and engineering worked from one source of truth.
- Established design-to-code workflows integrating Figma and Storybook into CI/CD, shortening the handover loop between designers and developers.
- Set the contribution and governance model: review gates, versioning, and how product teams proposed, tested and merged new patterns.
- Defined and tested component-level accessibility criteria supporting WCAG 2.1 AA requirements, with enhanced-contrast variants where required.
- Drove adoption across four or more product teams through onboarding, training and embedded design support, maintained as living documentation in Zeroheight.

Citi | Lead UX Architect, Deal Workflow Sales Platform | February 2018 to April 2024

Owned UX architecture for a global business-to-business CRM used by Citi's Sales and Product organisations to move prospects through the deal lifecycle across multiple regions.

- Directed design-thinking workshops and global user research to shape CRM strategy, surfacing the pain points slowing the sales lifecycle.
- Restructured deal capture and reduced the questions asked per product from 246 to 168, cutting the effort demanded of sales users at the point of data entry.
- Introduced reusable layout templates and interface patterns, letting front-end teams assemble new screens from an established kit rather than build each from scratch.
- Embedded WCAG 2.1 accessibility criteria into interface standards and design reviews across the CRM.
- Mentored a team of UX/UI designers on the account, setting design direction and reviewing work across the platform.

EARLIER CAREER

Cognizant | Senior UX/UI Designer, Mobility Service Delivery | September 2014 to January 2016 | Chennai, India

Led UX/UI for native and hybrid mobile applications, including redesign of an insurance client's handheld application, applying WCAG 2.0 mobile accessibility standards.

InfoTrellis | Lead UI Designer | February 2014 to September 2014 | Chennai, India

Led three designers and two front-end developers across three Canada-based products, owning design through to deployment.

2004 to 2014 | GlobalAnalytics, eGrove Systems and earlier agency roles | Chennai and Coimbatore, India

Progressed from web and multimedia design into team leadership, delivering e-commerce, training and marketing platforms for UK and US clients.

EDUCATION AND SELECTED CERTIFICATIONS

- BSc Computer Science, Bharathiar University, Coimbatore, India (2000 to 2003)
- Diploma in Multimedia, SAE Institute, Chennai, India (2003 to 2004)
- Certified Usability Analyst, Human Factors International (HFI)
- Google UX Design Professional Certificate
- Design tokens for design systems (Udemy); Conducting Usability Testing (Interaction Design Foundation)

TOOLS AND TECHNOLOGIES

- Design and prototyping: Figma, Figma Make
- Design systems and documentation: Figma libraries, design tokens, Token Studio, Storybook, Zeroheight
- Research and collaboration: design-thinking workshops, journey mapping, usability testing
- Delivery and front-end collaboration: CI/CD pipelines, Pega Constellation, Agile, SAFe and Waterfall
- AI-assisted workflows: Claude for design-to-code translation and accessibility auditing, ChatGPT for research synthesis, UX Pilot for concept exploration