Shubhangar Sidharthan

UI/UX Lead



PROFESSIONAL SUMMARY

Design leader specialising in AI-powered platforms and multi-modal experiences, combining UX strategy, research, and visual design to deliver clarity and usability at scale. With experience across web, mobile, and AR/VR, I drive product vision, build design systems, and mentor teams to create meaningful, user-first digital experiences.

EXPERIENCE

UI/UX Lead

EDC Labs

Nov 2025 - Present · Bangalore, India

Led the product and design vision for EDC's Native-AI platforms, collaborating directly with the CEO to drive research, prototyping, and delivery of end-to-end UI/UX experiences. Established design systems, streamlined workflows, and mentored designers while shaping AI-first user journeys across the projects.

UI/UX Consultant

Skillablers Technologies

July 2025 - Oct 2025 · Remote

Redesigned key platform flows and improved usability across job search and interview journeys while collaborating with product and development teams to refine the AI-driven experience.

UX Design Consultant

Fracture Reality

Jan 2025 - Jun 2025 · Brighton, United Kingdom

Audited and redesigned JoinXR Platform's onboarding using Quest 3 testing to improve usability and spatial interactions within AR/VR environments.

Freelance UI/UX Designer

Propago, Hollister, Polestar

Aug 2024 - Dec 2024 · Remote

Delivered UX and UI improvements for global retail, automotive, and tech brands.

Contact

shubhangar.s@gmail.com

+91 72591 53670

Bangalore, India

Social

Portfolio: shubhangar.com

LinkedIn: Shubhangar

Industry Knowledge

User Experience

Interface Design

Design Systems

Interaction Design (IxD)

User Research

User Testing

Product Strategy

Information Architecture

Wireframing & Prototyping

Conversion Optimization

AI-Native UX

AR/VR & Spatial UX

Cross-team Collaboration

Accessibility (WCAG)

Heuristic Analysis

Tools & Technologies

Figma, Adobe Creative Suite, Miro, Notion

Other Skills

HTML, CSS

Languages

English (professional), Malayalam, Tamil, Hindi

UI/UX Designer

Skillablers Technologies

May 2017 - Aug 2022 · Bangalore, India

Designed end-to-end product experiences and implemented data-driven improvements, including a 38% increase in landing-page conversions through A/B testing.

EDUCATION

MSc in User Experience Design

University of Brighton, UK

2022 - 2024

Bachelor of Engineering in Computer Science

NMAM Institute of Technology, India

2012 - 2016

CERTIFICATION

- **UX Design Professional Certificate |** Google - Aug 2021
- **Using AI in the UX Design Process |** LinkedIn - Jun 2024
- **UX for AI: Design Practices for AI Developers |** LinkedIn - Jun 2024
- **Product Management Professional Certificate |** Aha! & LinkedIn - Nov 2025

ACHIEVEMENTS

- **Finalist** in the **11th International Educational Games Competition** and presented the project at the **17th European Conference on Games Based Learning (ECGBL23)** held in the Netherlands.
- Hosted UX-focused sessions at **UX Camp Brighton** in **2024** & **2025**, driving knowledge sharing and supporting a vibrant design community.

VOLUNTEERING

UX Brighton Conference - Nov 2023

Contributed to the successful organisation of one of the UK's leading UX events, supporting logistics, speaker coordination, and attendee experience.

Philosophy

I design experiences that speak to real human emotions — blending clarity, empathy, and storytelling to help people feel confident, understood, and supported at every step.

Design Methodologies

Human-Centered Design
Design Thinking
Double Diamond
Lean UX & Experimentation
Agile & Sprint Design
Data-Driven Design
Rapid Prototyping
Usability Testing
Heuristic Analysis
Systems Thinking
AI-Native Design Principles

Soft Skills

Leadership & Mentorship
Strategic Thinking
Empathy & Active Listening
Collaboration
Stakeholder Alignment
Problem Solving
Communication
Storytelling
Critical Thinking
Adaptability
Decision-Making Under Ambiguity
Attention to Detail