



Vijay Kumar Duddela

Seasoned UX & Product Design Leader with 20+ years of experience shaping intuitive, scalable digital experiences across both enterprise and consumer platforms. With 14+ years of success in building and leading high-performing UX teams, I specialize in establishing design systems, scalable processes, and research practices that elevate product quality and team performance. Passionate about aligning design strategy with business objectives, I focus on driving innovation, fostering collaboration, and creating solutions that deliver measurable impact and exceptional user outcomes.

CONTACT

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EDUCATION

Master of Business Administration

Post Graduation – 2005 – 2007

Alagappa University

COURSES

Certified Usability Analyst

Course – 2014

Human Factor International

UX for Mobile

Course – 2015

Human Factor International

Usability Testing

Course – 2015

Human Factor International

People Management Development Program

Course – 2022

KOEN & IIM (Bangalore)

Design Thinking and Innovation with AI

Course – 2025 (Pursuing)

IIM – Kozhikode

Domain Experiences: HCM/HRMS(ESS, Global Payroll, Payroll, Statutory Taxation), Aviation MRO(Maintenance Repair Overhaul), Enterprise Asset Management, Enterprise Supply Chain Management, Logistics, Dealer Management

Work Experience

Freelance Design Consultant

Oct 2024 – present

I collaborate with startups and established companies to transform complex problems into user-centered solutions—from research-driven UX strategy to pixel-perfect UI and scalable design systems. My end-to-end approach balances business goals with user needs, delivering measurable improvements in usability, conversion, and product consistency.

- Designed and delivered responsive web and mobile experiences for [platform type e.g., SaaS, e-commerce, healthcare, etc.]
- Conducted user interviews, competitor analysis, and usability testing to inform product decisions
- Built lightweight design systems to maintain brand consistency and accelerate development
- Partnered closely with developers, product managers, and stakeholders across time zones
- Created wireframes, prototypes, and high-fidelity UI using tools like Figma, Sketch, and Adobe XD

Lead Product Designer

Jun 2023 – Oct 2024

Pay Asia by Deel

Lead a high-performing team of 5 product designers, driving the vision for Deel's Global Payroll ecosystem (including Astute Payroll, Payroll Connect, HCM, and Performance Dashboards). Partner closely with cross-functional teams (Product, Engineering, Business) to deliver user-centric solutions that align with business goals and scale globally. Champion modern design strategies across platforms, balancing usability, scalability, and innovation to solve complex payroll and HR challenges. Foster a culture of collaboration, creativity, and data-driven decision-making to elevate customer experiences for a global user base.

- As a dedicated Lead Product Designer, I dive deep into both customer and business challenges to uncover pain points and craft impactful, elegant solutions. I take full-cycle ownership guiding projects from initial ideation and strategy through design execution, final test builds, and post-release feedback.
- My approach balances strategic thinking with hands-on design, ensuring each solution not only looks great but delivers real value. I conduct user research, including usability testing, heuristic evaluations, and user interviews, to identify pain points and

Skills

- Design Strategy
- Customer Journey
- Information Architecture
- User Research
- Heuristic Evaluation
- Design Systems
- Mind Mapping
- Agentic AI
- Design Discovery
- UI / UX
- Product Growth
- Accessibility
- Story Boarding
- Ux Methodologies
- CUBI / Double Diamond
- Thought Leadership
- Product Strategy
- Team Management
- Accessability
- HTML, CSS, JS
- Rapid Prototyping
- WCAG 2.2

Tools

- Adobe Creative Cloud
- Figma
- Fogjam
- Miro
- HotJar
- Useberry
- Canvas
- Notion
- User Testing
- Amplitude
- Google Analytics
- Jira
- Asana
- Trello
- Optimizely
- Dovetail
- Retools
- Hubspot

- validate design decisions. Translating research insights into actionable recommendations and aligning UX priorities with business goals.
- Presenting findings to cross-functional teams (Product, Engineering, Marketing) and senior leadership, bridging gaps between user needs and technical feasibility.

Design Head

Jun 2012 to Jun 2023

Ramco Systems Pvt. Ltd.

As Ramco's product design manager & Head of Design team, I spearhead the digital transformation across Ramco Product Suite on the design front. Steering RXD team, collaborating with cross-functional teams, shaping new age design strategies aligning with business goals, and fostering a culture of creativity and user-centric thinking to drive exceptional customer experiences.

- Conceptualized and crafted (HCM Software, Logistics), emphasizing Design Thinking & UCD principles, conducting extensive user research, and creating intuitive interfaces.
- Collaborated closely with cross-functional teams, including leadership team, product managers and engineers, to ensure the design met both user needs and technical requirements.
- Analysing and Implementing the Human Factor considerations by the FAA to understand the Regulations for display devices inside an aircraft and also End to
- End UX Process implementation for MRO, Schedule & Maintenance and customized design recommendations based on customer needs across multiple devices.
- Coordinated with key stakeholders to create a highly consistent and scalable Design System deriving reusable react components.
- My leadership ensured a seamless and engaging user experience, significantly contributing to the platform's success and high user adoption rates. Consistently applied this strategy across various products at Ramco Systems, maintaining a high standard of design excellence.

Team Lead - UI / UX

Aug 2007 to Jul 2012

Rising Solutions Pvt. Ltd.

As a Team Lead UI/UX, I was responsible for conceptualizing & converting mock-ups into high-quality HTML, CSS, and JavaScript for various enterprise software products. This role allowed me to learn UX design principles and implement them effectively. I regularly interacted with US counterparts and the Product Management team to ensure smooth communication and alignment with the offshore development team. At this phase of my career, I had the opportunity to work as a full-time UX Designer, further enhancing my design skills and expertise.

Career Break

2005 to 2007

Studied Master of Business Administration

User Interface Lead

Dec 2000 to Jun 2005

SMR HR GROUP, Malaysia

As a Team Lead UI/UX, I was responsible for conceptualizing & converting mock-ups into high-quality HTML, CSS, and JavaScript for various enterprise software products. This role allowed me to learn UX design principles and implement them effectively. I regularly interacted with US counterparts and the Product Management team to ensure smooth communication and alignment with the offshore development team. At this phase of my career, I had the opportunity to work as a full-time UX Designer, further enhancing my design skills and expertise.