

Sivakumar Ravi

Lead UX Designer & Design Manager | AI-Augmented Design

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PROFESSIONAL SUMMARY

UX design leader with 11+ years spanning backend engineering, hands-on user experience design, and team leadership — currently a design manager at Deloitte USI (U.S. India) who still ships craft. I lead a cross-functional team of 6 and own product delivery end-to-end, from personally running UX research and interaction design to assigning story points, running design reviews, and managing stakeholders, while building AI-powered tools and agents that raise team efficiency. I have delivered measurable outcomes across enterprise, government, and consumer domains, including a mobile app I designed, built, and published to the Google Play Store which is currently in closed testing stage.

PROFESSIONAL EXPERIENCE

Specialist Assistant Manager, Design

Nov 2023 – Present · 2.5 yrs

Deloitte USI — Bengaluru, India

- Lead the Experience & Technology team of 6 (UX designers, developers and UX writers) — owning team delivery across Deloitte.com (60+ web pages) and two performance and project-tracking dashboards while staying hands-on across research and interaction design.
- Led the design and development of Sidekick Research Assistant, a ChatGPT-style internal AI product — assigning story points to designers and developers, running design reviews, and managing stakeholders through delivery.
- Owned end-to-end UX research for Captivate, a one-stop web application used across Deloitte to manage the full client-visit lifecycle (access management, boardroom booking, catering, and tech services), coordinating with design and development teams to ship it.
- Designed and built Showtime, an internal Behance-style portfolio platform for Deloitte USI, as the sole designer from scratch — using Figma Make to drive ideation, user testing, and stakeholder feedback.
- Built a transitional design library aligned to Deloitte's DMOD design system — establishing interaction patterns, reusable components, and governance standards that enable the team to adopt DMOD seamlessly when the formal migration occurs, reducing future rework and onboarding friction.
- Built AI-powered internal tools — a programmatic ad generator that turns a message and image into multi-resolution banners (~60% less production time) and a brand-guidelines Figma plugin built with Claude (brand colors, contrast-ratio checker, hex values, icons) that cut tab-switching and improved designer efficiency by ~10%.
- Established a sprint-based intake and delivery process from scratch for the 40+ member Marketing Excellence org, improving cross-team alignment and cutting project completion timelines by ~30%.
- Built team capability through a two-month advanced-UX and product-thinking learning series for 10+ designers and contributed to Deloitte's Design Alchemy curriculum across three competency levels.

UX Designer / Researcher

Aug 2018 – Oct 2023 · 5 yrs

Tata Consultancy Services

- Led a 13-member cross-functional team of UX researchers and PwD (persons with disabilities) users for 1.5 years, conducting 60+ usability and accessibility evaluations and delivering actionable recommendations for a major tech client.
- Introduced a 'Shift Left' usability approach that improved defect-detection efficiency from 75% to 95% (up to 100% in some cases) and contributed to a 200% revenue increase (FY 2021–22).
- Modernized a B2B BFSI (banking, financial services, and insurance) product end-to-end — built a design system and defined interaction patterns that governed 45+ high-fidelity prototypes across web and iOS, ensuring consistency across all touchpoints and adherence to a scalable design language.
- Led the interaction design transformation of a travel-insurance agent portal — reducing policy issuance time to ~1 minute and contributing to a 300% increase in agent digital engagement.
- Mentored and trained 20+ new joiners on UX research, usability testing, and web accessibility.

Experience Designer

Sep 2017 – Mar 2018

OYO Rooms

- Redesigned reception and check-in experiences across OYO business and leisure properties in Delhi and Goa.

Backend Developer

Aug 2012 – Aug 2015

Triad Software Pvt. Ltd.

- Reverse-engineered 22 feature specifications across third-party CAD formats and built the backend logic for an interoperable CAD viewer — enabling it to accurately read and render industrial 3D models created using those features in external software; this grounded my design practice in the realities of complex engineering systems and technical constraints.

KEY PROJECTS

Chandra — AI-Assisted Mobile App (Designer & Developer)

- Designed and developed Chandra end-to-end and published it to the Google Play Store; currently in closed testing and available to a restricted set of users.
- Built AI agents to support the design workflow, learning where AI can absorb repetitive and analytical tasks and where human judgment and design decisions remain essential.
- Owned the full lifecycle: concept, UX/UI design, AI-agent integration, development, and store release.

Palette Studio — Figma Color Palette Plugin (Designer & Developer)

- Conceived and built Palette Studio, a Figma plugin that brings curated and AI-generated color palettes directly into the design environment — eliminating context-switching during color exploration.
- Engineered the plugin to serve both sides of the color workflow: structured, curated palettes for teams building or evolving design systems, and AI-generated suggestions for designers exploring brand directions or new creative concepts.
- Designed the end-to-end plugin experience — from palette browsing and generation to one-click application — keeping the entire color workflow self-contained inside Figma.

KEY SKILLS

Design & Craft: Product & UX Design, Information Architecture, Interaction Design, Design Systems, Wireframing, Prototyping, Responsive Design

Research: User Research, Usability Testing, Accessibility (WCAG — Web Content Accessibility Guidelines), Data-driven Design

Leadership & Delivery: Team Leadership, Design Management, Cross-functional Delivery, Agile / Sprint Planning (story points, design reviews), Stakeholder Management, Mentoring & Capability Building

AI & Tooling: Claude, OpenAI Codex, Figma Make, AI agents for design, Figma plugin development, Prompt Engineering

Tools: Figma, Design Systems Tooling, Version-controlled Handoff

EDUCATION

- **M.Des, Product Design** — MIT Institute of Design, Pune (2016–2018)
- **B.E., Production Engineering** — PSG College of Technology, Coimbatore (2007–2012)

AWARDS & RECOGNITION

- **Outstanding Performance Award (OPA), Deloitte USI — May 2026:** one of Deloitte's highest honours, for driving a 40% reduction in digital production time through new UX processes, mentorship, and team enablement.
- Two Spot Awards for leading and delivering high-priority projects on short timelines without compromising quality.
- Applause Award at Deloitte USI for consistent performance across three quarters.
- Innovation Pride Award at TCS — Ericsson Hackathon (Digital Twin solution).
- Two 'On the Spot' Awards at TCS for design consultancy and client satisfaction.