

SANKARANARAYANAN SUBRAMANIAN

Product Designer & UX Researcher

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Permanent resident, authorized to work in Sweden, no visa sponsorship required.

SUMMARY

Product designer and UX researcher with 5+ years turning ambiguous, high-stakes problems into measurable product outcomes. I frame the problem with research and ship the design, with no hand-off in between. I founded a user-research practice from 0→1, led the go-to-market design for a regulated Swedish launch (zero compliance violations) and lifted end-to-end onboarding conversion 11 points. With AI-native in my workflow, I compress the path from insight to shipped, evidence-based interface.

CORE COMPETENCIES

User Research Mixed-methods research · User interviews · Moderated & unmoderated usability testing · Surveys · A/B testing & experimentation · Quantitative analysis (95% CI) · Affinity mapping · Competitive audits · Continuous discovery · ResearchOps & repositories

Product Design End-to-end UX · User journeys · Information architecture · Wireframing · High-fidelity prototyping · Interaction design · Accessibility (WCAG)

Design Systems Design tokens & semantic token architecture · Component libraries · Theming / dark mode · Multi-market consistency

Data & Strategy Funnel & conversion-rate optimization (CRO) · Product analytics · North-star metrics · Product-market fit · Go-to-market · 0→1 product

AI-Augmented Workflow Figma Make · Cursor · Claude · Lovable · Rapid prototyping

Tools Figma · Adobe XD · Miro · PostHog · Hotjar · Notion · R / R Studio

EXPERIENCE

Epiceros	Stockholm, Sweden
<i>Product Designer & UX Researcher</i>	Aug 2022 – Present
- Led go-to-market design for the company’s regulated Swedish casino launch as the sole designer alongside a PM and 8 engineers, translating every Spelinspektionen (regulator) requirement into a UX requirements map so compliance was designed in, not bolted on. Launched with zero compliance violations in the first six months and a 58% uplift in claimed bonuses. - Lifted end-to-end onboarding conversion 11 points (43% → 54%) on a regulated, KYC-heavy flow: ran funnel analysis across ~80,000 users plus mixed-methods research (survey, interviews, moderated usability testing), built the business case to bring registration in-house, and switched the KYC vendor to eliminate the #1 drop-off cause, cutting onboarding cost in the process. - Founded the company’s user-research practice from 0→1, standing it up in 3 months and sustaining it 2+ years: launched a recurring CSAT program (8 waves over ~3 years, reported with 95% confidence intervals) and a shared framework and repository that aligned product, design, engineering, data, CRM and marketing. Research now opens strategy sessions and steers the roadmap. - Built and maintained a token-based design system (semantic tokens → component library) that kept 20+ flows consistent across markets and made retheming and dark mode trivial, letting the team ship high-fidelity under a licensing deadline. - Ran moderated think-aloud studies with Swedish players and triaged 19 usability findings on a shared severity rubric, shipping the highest-leverage fixes (bonus claim, live-casino navigation, payment-trust signals).	

- Championed an **AI-augmented design workflow** (Figma Make, Cursor, Claude, Lovable), compressing the path from research insight to shipped interface and accelerating the team's design cycle.

Early-Stage Startup (Food-tech)

Stockholm, Sweden

UX Researcher & Designer · Part-time

2020 – Aug 2022

- Planned and led generative research, user interviews, competitor audits and usability studies, for an early-stage food-tech product, then turned insights into information architecture, wireframes and prototypes (Figma, Adobe XD).
- Synthesized findings into MVP feature priorities that shaped the team's product-market-fit bets.

CERTIFICATIONS

IxDF - Conducting Usability Testing · IxDF - Data-Driven Design: Quantitative Research for UX · Google UX Design Specialization · High-Fidelity Designs & Prototypes in Figma · Foundations of User Experience (UX) Design