

Syed Azaruddhin Hussainy

LEAD PRODUCT DESIGNER

azaruddhin.in

PROFESSIONAL SUMMARY

Design leader with 15+ years of experience across product design, customer experience, digital transformation, and marketing. Currently leading design teams delivering enterprise platforms, insurance products, customer portals, and digital experiences within the insurance and financial services sector.

My experience spans consumer applications, enterprise systems, and performance-driven digital platforms. I have contributed to the experience design of Shriram One, a 10M+ user application, while working closely with business, product, engineering, and marketing teams to improve acquisition, engagement, and conversion.

With a background in branding, advertising, and digital marketing, I bring a broader perspective to product design, balancing user needs, customer experience, and business goals while delivering measurable outcomes.

CONTACT

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Chennai, India

EXPERIENCE

Assistant General Manager – Design & Experience

Novac Technology Solutions
June 2022 – Present

Designing products that work better for customers and businesses

Lead design across insurance platforms, enterprise applications, customer portals, and digital products. Work closely with product, engineering, business, and marketing teams to improve customer experience and support business growth.

- Define experience strategy and design direction across enterprise and customer-facing platforms.
- Established design systems, governance practices, and delivery frameworks that improved consistency across products and teams.
- Partner with business, product, and engineering stakeholders to simplify complex workflows and create scalable digital experiences.
- Contributed to the experience design of Shriram One, a 10M+ user application.
- Delivered 2X growth in lead generation and contributed to a 20% increase in revenue through experience optimization initiatives.
- Supported digital journeys contributing to ₹400 Cr in fixed deposit bookings and launched 6 digital platforms within 5 months.
- Led product design initiatives across insurance, enterprise, and customer-facing platforms.
- Reduced bounce rates by 25% through UX improvements.
- Built and scaled a multidisciplinary design team supporting product, marketing, and business initiatives across the organization.

Senior Creative Lead

ADK Rage Communications
Aug 2020 – May 2022

Creating digital experiences for brands across different markets

Led digital campaigns, websites, microsites, and customer engagement experiences for regional and global brands across APAC markets.

- Successfully managed accounts for Citibank APAC (Singapore, Philippines, Vietnam, UAE, Hong Kong) and Sephora APAC (Thailand, Philippines, Singapore, Malaysia), as well as AUNZ clients, resulting in a 20% increase in client satisfaction scores within six months.
- Led the design and delivery of campaign ecosystems, websites, microsites, and customer engagement programs.
- Successfully established and scaled the Sephora account, strengthening client relationships and delivery performance.
- Supervised the team to ensure the timely delivery of designs aligned with client requirements and effective workload management, resulting in a 20% increase in project completion rate

CAREER HIGHLIGHTS

- 15+ Years of Experience Across Product Design, Experience Design, and Brand Communication
- Experience Design Contribution for Shriram One, a 10M+ User Application
- ₹400 Cr Fixed Deposit Bookings Through Digital Channels
- 2X Growth in Lead Generation
- 20% Increase in Revenue
- 6 Digital Platform Launches Within 5 Months
- 4X Improvement in Campaign Performance
- Built and Mentored Design Teams Across Product, UX, UI, and Visual Design
- Employee of the Year and Game Changer Award Recipient

CORE EXPERTISE

PRODUCT DESIGN & EXPERIENCE

Product Design, Enterprise Product Design, User Experience (UX), User Interface Design (UI), Product Strategy, Experience Strategy, Customer Experience, Product Discovery, Design Governance, Design Systems, Service Design, Information Architecture, Customer Journey Mapping,

LEADERSHIP & COLLABORATION

Stakeholder Management, Cross Functional Collaboration, Design Leadership, Team Building & Mentorship

BUSINESS & GROWTH

Digital Transformation, Revenue Growth, Conversion Optimization, Business Strategy Alignment

ENTERPRISE & DOMAIN EXPERTISE

Insurance Technology, Financial Services, Enterprise Platforms, Customer Portals, Digital Ecosystems

Creative Controller

Mind Your Language
Jan 2019 – Jul 2020

Bringing ideas, design, and communication together

Led branding, advertising, and digital communication initiatives for regional and national brands.

- Directed branding, website, and campaign development projects across multiple industries.
- Delivered integrated communication solutions for The Hindu Group, Ramco Systems, and Colors Tamil.
- Managed creative production across design, motion graphics, and digital content initiatives.

Senior Art Director

Ogilvy
Aug 2014 – Jan 2019

Developing campaigns that helped brands connect with people

Led integrated brand communication and campaign development across print, digital, and experiential channels.

- Managed creative execution for AirAsia, SRM University, Eva, The Hindu Group, and other leading brands.
- Developed campaigns across print, digital, outdoor, activation, and integrated communication channels.
- Worked closely with strategy, account management, and production teams to deliver effective brand and business solutions.
- Earned a double promotion from Senior Visualizer to Senior Art Director based on performance and leadership.

Senior Visualizer

Banana BrandWorks
Oct 2012 – Jul 2014

Building brands through design and visual communication

Developed brand identities, communication systems, and integrated marketing solutions for regional and national brands.

- Created brand identities, visual systems, and communication guidelines across a wide range of industries.
- Designed campaigns, websites, exhibition materials, and marketing collateral for print and digital channels.
- Received multiple industry recognitions including Abby, Maddy, Pepper, and Big Bang awards for branding and identity design projects.

EDUCATION

Master's Degree: Visual Communication

University of Madras

Loyola College, Chennai.

Bachelor's Degree: Visual Communication

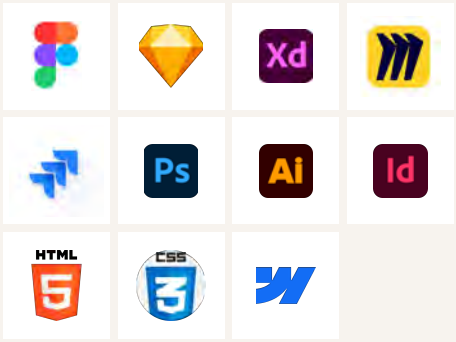
University of Madras

The New College, Chennai.

AWARDS & RECOGNITION

- 2 Big Bang Awards
- 2 Pepper Awards
- 1 Abby Award (Team Work)
- 3 Maddy Awards
- Employee of the Year – Novac Technology Solutions
- Game Changer Award – Novac Technology Solutions

TOOLS



Creative Visualizer

OneMG

Jun 2012 – Sep 2012

Learning how design can shape brands and communication

Delivered visual communication and branding solutions across print, digital, and marketing channels.

- Developed branding, marketing collateral, and visual communication assets for a variety of client engagements.
- Contributed to the company's rebranding initiative and visual identity evolution.
- Managed multiple branding projects simultaneously while ensuring quality and timely delivery.

Graphic Designer

360 Degree Studio

Feb 2011 – May 2012

Where my journey in design and creativity began

Built a strong foundation in branding, print, and digital design through diverse client projects.

- Designed print, branding, website, and communication materials for a diverse client portfolio.
- Recognized as Best Fresher Employee for outstanding performance and contribution.

ALWAYS LEARNING.

ALWAYS DESIGNING.