

Surya D

Lead Product Designer | UX/UI Design | Design Systems | HealthTech & PropTech

Coimbatore, Tamil Nadu, India | +91 97877 48686 | ssdecides@gmail.com

Portfolio: suryadesignportfolio.netlify.app | linkedin.com/in/ssdecides | dribbble.com/ssdecides

| behance.net/ssdecides

PROFESSIONAL SUMMARY

Lead Product Designer with 5+ years of experience designing mobile apps, web products and enterprise platforms in HealthTech and PropTech. Founding design member at two early-stage startups, taking products from concept to launch. Strong in product strategy, user research, information architecture, interaction design, prototyping and design systems. Leads a design team and works closely with founders, engineering and business stakeholders to ship products that meet user needs and business goals.

WORK EXPERIENCE

Lead Product Designer, HealthSy

Aug 2024 – Present

Coimbatore, India · HealthTech

- Lead end-to-end product design and product strategy across HealthSy's consumer apps, pharmacy software and internal tools, setting design priorities with founders, product and engineering.
- Built and manage the design team, hiring and mentoring UI/UX and graphic designers and establishing the team's design process.
- Designed HealthSy 2.0, bringing five healthcare services (medicine ordering, online consultation, home healthcare, healthcare products and in-clinic appointments) into one mobile app on a shared design system.
- Designed a 0-to-1 pharmacy operations platform for small, mid-size and large pharmacies, with role-based permissions covering inventory, procurement, billing, delivery, finance and reporting.
- Designed a multi-team CRM from scratch that centralises leads, follow-ups, assignments and customer interactions for internal teams.
- Launched the pharmacy website, in-store kiosk app, store admin panel and WhatsApp support system.
- Own the design system and brand consistency across products, landing pages and marketing campaigns, working with the marketing team.

Senior Product Designer, HealthSy

Mar 2023 – Aug 2024

Coimbatore, India · HealthTech

- Took HealthSy from 0 to 1 as a founding design member, turning the founders' business requirements and research into product goals, user flows and wireframes.
- Designed the User, Pharmacy, Doctor and Delivery Partner mobile apps (iOS and Android) and admin panels for internal operations teams.
- Created the HealthSy design system and designed the company website from concept to launch.
- Launched new healthcare services: Prescription Writer, InstaDoc online consultations and HHSP home healthcare.
- Revamped the partner and user apps and optimised the backend panel to make day-to-day operations smoother.
- Validated releases through usability testing and customer feedback, and worked with developers and QA on developer handoff and design QA.

UI/UX Designer, PropReturns (YC S21)

Oct 2021 – Mar 2023

Mumbai, India · PropTech

- Designed PropReturns' real-estate ecommerce platform from scratch to launch, including the REIT product experience; the platform facilitated transactions worth ₹100 crore.
- Reduced bounce rate and increased user engagement by improving the UX and site navigation based on user research and usability testing.
- Built the design system, company website and operations admin panels, with responsive design across desktop, tablet and mobile.
- Led user research and feature planning with the founders, producing wireframes, prototypes and high-fidelity mockups for development.
- Designed the brand identity, brochures and social media creatives.

SKILLS

Product Design: End-to-End Product Design, Product Strategy, UX Strategy, Design Thinking, 0-to-1 Product Development, MVP Scoping

UX Design: User Research, Usability Testing, Journey Mapping, Information Architecture, User Flows, Wireframing, Prototyping, Interaction Design

UI Design: Design Systems, Visual Design, Responsive Design, Mobile App Design (iOS & Android), Web Design, Enterprise Web Applications

Collaboration: Design Team Leadership, Mentoring, Stakeholder Management, Cross-functional Collaboration, Developer Handoff

Tools: Figma, Figma Make, Framer, Lovable, Vercel, Claude, ChatGPT, Adobe Photoshop, Adobe Illustrator

AWARDS

Best Insider of the Month , HealthSy	Nov 2023
Star Performer of the Month , HealthSy	Aug 2025
Star Performer of the Month , HealthSy	Oct 2025

EDUCATION

Master of Business Administration (MBA), Human Resource Management Alagappa University, Karaikudi	2022 – 2024
Bachelor of Computer Applications (BCA) Dr. G.R. Damodaran College of Science, Coimbatore	2018 – 2021