

GOBINATH AROGANAM

Senior Product Designer | UX Researcher | 8+ Years | PhD

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18x	38%	24%	80%	240+	WCAG AA/AAA
Research Scale	Engagement Uplift	Task Reduction	User Retention	Research Participants	Accessibility

Senior Product Designer and Researcher with 8 years of experience and a PhD in Design, specialising in complex B2B SaaS, AI-native product workflows, and data-intensive enterprise platforms across regulated financial and sustainability environments. Built research programmes and design systems from scratch, acting as both lead designer and Product Owner across a full enterprise platform, owning discovery, roadmap, delivery, and research execution simultaneously. AI-native in daily practice: deploys functional prototypes with Claude and Cursor the same day design decisions are made, holds deep WCAG accessibility expertise, and brings genuine human-centred rigour from early discovery through to shipped product.

EXPERIENCE

Senior Product Designer & Product Owner

Evora Global – SIERA ESG SaaS Platform

Jan 2023 – Present

- Secured six-figure enterprise clients and seven-figure multi-year commitments through design-led product strategy; presented bi-monthly impact analyses to investors and senior stakeholders.
- Owned end-to-end product strategy and delivery for Net Zero, Sustainable Action Plans, Renewables, and Reporting modules for SIERA
- Transformed SIERA's Net Zero Carbon module to becoming the most commercially successful product (Secured our largest North American client)
- Directed cross-functional squad in Product Engineering, training junior PMs, defining backlog management, research execution, roadmap planning and delivering, to set priorities with budget and deliver on KPI's
- Oversaw end-to-end process of B2B, SaaS enterprise and client success journeys by building SIERA's information architecture from the ground up: establishing a scalable design system used across the full platform
- Kick started product direction for analytics platform, influencing the implementation of Power BI data visualisation dashboards, translating complex sustainable metrics into accessible, actionable insights for clients
- Established and scaled a continuous mixed-methods research program, growing from 4 to 72 participants (18x) within the first month, creating a recurring discovery loop that directly shapes product direction and contributes to 80% client retention.
- Owned full product design for Sustainable Action Plans, enabling advisors to model energy efficient interventions and to calculate their carbon payback, which became the biggest driver for client retention
- Architected SIERA's first infrastructure delivery from Product (Renewables module), now a core client success driver across enterprise accounts and a key factor in a major client acquisition.
- Designed inclusive, accessible data visualisations translating complex ESG and carbon pathway data into clear, actionable interfaces, driving a 38% increase in bespoke feature engagement and 24% reduction in task completion time.
- Leveraged AI-assisted prototyping (Claude, Cursor) to build and test functional product prototypes in real-time, reducing time-to-validation and enabling same-day iteration on high-risk UX decisions.
- Facilitated stakeholder workshops, ethnographic studies, A/B testing, surveys, and follow-up interviews in rapid iteration usability testing cycles whilst embedding Pendo analytics before each release to measure whether design decisions landed, monitoring feature adoption, drop-off points, and time-on-task at scale.

Lead UX Researcher – VR/AR

Brunel University (Contract)

Jan 2022 – Dec 2022

- Led the most extensive accessibility-focused VR/AR usability study in the project's history, 52 participants spanning diverse abilities, tech literacy levels, and cognitive profiles, establishing research protocols now used as a departmental standard.
- Conducted mixed-method studies including A/B testing, cognitive load analysis, eye tracking, and NPS to evaluate inclusive interaction models for immersive environments.
- Trained team members in usability study facilitation, WCAG accessibility principles, and GDPR-compliant research design; facilitated cross-functional workshops to integrate findings into sprint planning.

UX Researcher

Footyaddicts (Part-time / Freelance)

Jan 2018 – Aug 2022

- Led mobile-first UX research for a consumer sports platform, card sorting, usability testing, and contextual field sessions to rework IA for booking and messaging flows, achieving 100% satisfaction improvement across tested participants.
- Defined post-launch UX success metrics and tracked behavioural patterns to validate IA changes, informing the next design iteration and contributing to a full app redesign.
- Collaborated with cross-functional product and engineering teams to prioritise feature development based on research findings.

Product Designer

Brunel University (Contract)

Jan 2021 – Dec 2021

- Designed and tested an RFID-based monitoring system, mapped user mental models and pain points, produced journey maps and ergonomic interface designs that reduced cognitive load for non-technical end users.
- Conducted iterative usability testing through the full design lifecycle, from low-fidelity concepts to final hand-off specifications.

UX/UI Designer – VR

Brunel University / Open Inclusion (Contract)

Sep 2018 – Apr 2019

- Owned end-to-end UX research and design for 360° VR experiences; applied WCAG accessibility principles and behaviour change frameworks to inclusive interaction design for users with visual, auditory, and cognitive impairments.
- Mixed-method usability studies (A/B, eye tracking, NPS) achieved near-100% reduction in bounce rate across tested cohorts.

Consultant UX Research

HSBC

Mar 2018 – Sep 2018

- Designed mobile financial product experiences for B2B account holders, researching international transaction flows and translating insights into activation improvements.
- Delivered measurable uplift in mobile adoption, tripling the previous weekly download record within one week of launch.

Lead UX Researcher & Designer (BT Innovation Award Winner)

BT (Contract)

Jan 2017 – Jun 2017

- Led a multidisciplinary team of 5 to redesign employee experience in a sensor-tracked workplace, full user lifecycle design, applying behaviour change principles to reduce staff anxiety around IoT micro-monitoring.
- Won BT Innovation Award for demonstrating measurable improvement in organisational trust and wellbeing through human-centered IoT design.

EDUCATION

PhD in Design , Wearable Technology & Human Performance (EPSRC Funded)

Sep 2018 – Aug 2022

Brunel University London, Mixed-methods research, wearable sensor UX, sport performance interfaces

MSc Integrated Product Design

Sep 2016 – Dec 2017

Brunel University London

SKILLS & EXPERTISE

Product & Strategy: Roadmap Ownership, Backlog Collaboration, Acceptance Criteria, Sprint Planning, Stakeholder Facilitation, KPI Definition, Pendo Analytics, Product Impact Reporting, Agile/Scrum/ Release Planning

UX Research: Mixed Methods, Moderated & Unmoderated Usability Testing, A/B Testing, Ethnographic Studies, Card Sorting, Heuristic Evaluation, Thematic Analysis, Cognitive Load Analysis, Eye Tracking, NPS, SPSS

UX Design: End-to-End Product Design, Information Architecture, Interaction Design, Wireframing, Mid-High Fidelity Prototyping, Design Systems, Data Visualisation, Responsive & Mobile Design

Accessibility: WCAG 2.1 AA/AAA, Inclusive Design, Screen Reader Testing, Colour Contrast & Iconography, Assistive Technology Evaluation

AI & Prototyping: AI-Assisted Prototyping (Claude, Cursor, v0.dev), Real-time Functional Prototype Testing, LLM Research Synthesis, Generative Ideation, AI Workflow Automation

Tools: Figma, Axure, Miro, Dovetail, Pendo, Power BI, Chart.js, Jira, User Testing, Hotjar, Google Analytics, HTML/CSS, Adobe CS