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Bharath 'Baz' Kannan

Professional Summary

Diligent and results-driven Product Designer with 3+ years of experience designing seamless digital experiences, including FTSE 100 experience. Skilled in UX research, wireframing, and usability testing, with expertise in Figma and Adobe XD. Proven ability to optimise user journeys and enhance accessibility, leading UX initiatives at Lloyd's Banking Group and increasing chatbot satisfaction by 35% for 25M+ users. Adept at navigating both structured enterprise environments and agile startup teams with limited processes. Passionate about crafting intuitive, user-centered designs that improve functionality and customer satisfaction.

Key Skills

- **Design Tools:** Figma | Adobe XD | Photoshop | Illustrator | InDesign | After Effects
- **User Research & Usability Testing:** Interviews | Surveys | A/B Testing | Heuristic Analysis
- **Core UI/UX Skills:** User-Centred Design | Wireframing | Prototyping | User Personas | Accessibility (WCAG) | Design Systems
- **Information Architecture:** Card Sorting | Content Strategy | Mobile-first Design
- **Additional Skills:** HTML | CSS | JavaScript | Bootstrap | jQuery | React Native
- **Soft Skills:** Cross-Functional Collaboration | Adaptability | Communication | Agile Environments | JIRA | Confluence

Professional Experience

Johnson & Johnson – Remote (Contracted via Software Integration Services Inc. / Sisincorp) | Mar 2025 – July 2025
UX/UI Developer

Contributed to the UX/UI development of global web and mobile solutions for Johnson & Johnson, supporting digital product initiatives across 32+ countries. Led wireframe designs, high-fidelity prototypes, and RTL layouts (Arabic) to ensure inclusive and user-centred experiences. Supported both the Web App and Scan Matrix product, improving product usability and reducing UI-related defects through close collaboration with QA and stakeholder teams.

Selected Accomplishments:

- Reduced UI-related defects by 20% by aligning design intent with functionality through collaborative QA cycles and usability testing.
- Improved global design documentation practices, reducing communication gaps by 40% and increasing cross-team alignment using tools like Figma, Adobe XD, and JIRA.

Lloyd's Banking Group – London | Jan 2021 – Dec 2023
Conversational Designer / Product Designer

Designed and optimised chatbot user experiences for 25M+ users at Lloyd's Banking Group, applying usability testing, user research, and interaction design principles. Conducted A/B testing and heuristic evaluations, leading to a 35% increase in customer satisfaction. Collaborated with cross-functional teams to refine UI design and improve accessibility. Conducted user research, such as surveys, interviews, and usability testing, to understand customer needs and gather feedback, ensuring continuous improvement of conversational designs.

Selected Accomplishments:

- Achieved a 35% increase in customer satisfaction by revamping and optimising chatbot UX for 25M+ users, leveraging Microsoft Visio, Figma, Adobe Creative Cloud, and JIRA.
- Led post-launch UX improvements across 100+ customer journeys, collaborating with 50+ stakeholders, analysing 500 customer conversations, and managing JIRA tickets to ensure timely project delivery.

FDM Group – Birmingham | Apr 2020 – Dec 2023

Graduate Technology Consultant

Led UX/UI projects for clients, conducting user research, wireframing, and usability testing to improve customer experience. Designed wireframes and high-fidelity prototypes in Figma, improving UX for client-facing applications. Conducted usability testing, user research, and developed interactive prototypes to refine digital experiences. Collaborated with developers to ensure pixel-perfect UI implementation.

Selected Accomplishments:

- Successfully delivered a responsive website design project with a user-centred approach by completing a 10-week FDM graduate training program in Figma, Adobe Creative Cloud, JavaScript, HTML, CSS, jQuery, and Bootstrap.
- Directed and led team of 10 technology consultants in developing wireframe designs using Adobe Illustrator, while securing client approval through presentations of usability-focused concepts.

Unidos Financial Services Inc. – New York, NY | Jun 2017 – Jul 2017

Product Development Placement

Conducted user research and usability testing for a financial mobile app with 500K+ users in Latin America. Led A/B testing and UX optimisations, improving task completion rates by 30%. Designed wireframes and interactive prototypes to enhance app usability, collaborating with developers and designers to refine the user experience.

Selected Accomplishments:

- Led usability testing for a financial mobile app serving 500K users in Latin America. Conducted user research, A/B testing, and implemented UX optimisations that increased customer satisfaction by 30%.

Selected Design Projects

Digital Oyster Card – Transport for London | View [Case Study](#) | Mar 2024 – Apr 2024

- Designed a digital version of the London Oyster Card to streamline payments for commuters
- Led a team of 3 UX Designers, developing mobile prototypes to optimise user experience
- Conducted 10+ user interviews and usability tests, reducing the topping-up time by 24 seconds on the redesign
- Delivered high-fidelity wireframes and an interactive prototype using Figma

***Impact:** Enhanced user experience by streamlining payment processes, reducing topping-up time from 45 seconds to 21 seconds.*

SANE.org.uk Website Redesign | View [Case Study](#) | May 2024 – Jun 2024

- Improved accessibility and navigation for SANE.org.uk, a mental health charity website
- Conducted extensive heuristic analysis and redesigned the information architecture.
- Developed user personas based on survey feedback from 20+ users
- Created an interactive prototype for mobile and desktop versions, improving the task completion rates by 40%.
- Led the creation of a brand-new style guide and prototypes with keen emphasis on improving accessibility for mental health resources.
- Optimised the 'Help' Call to Action, providing users with quicker access to essential mental health support.

***Impact:** Improved accessibility and response times, reducing time from 20 seconds to 6 seconds on the Hi-Fidelity prototype.*

Journal Design & Desktop Publishing – 'Ophthalmic Anaesthesia' (NHS City Hospital) | Oct 2022 – Dec 2024

- Led the journal design and publishing for the annual edition of the 'Ophthalmic Anaesthesia' journals. Leveraged tools like Adobe Photoshop, Illustrator, and InDesign to design and compile journal articles.

***Impact:** Successfully completed 3+ editions of the journal which has been distributed and read by 1,000+ doctors in the UK.*

Education

UI/UX Design Bootcamp, University of Birmingham | Feb 2024 – Aug 2024

Master of Science (Hons) in Computer Science, University of Birmingham | Sep 2018 – Dec 2019

Bachelor of Science (Hons) in Economics, University of Birmingham | Sep 2015 – Jul 2018