

GARY JOSEPH

SENIOR UX DESIGNER – Chennai

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Summary:

Strategic UX leader with 14+ years directing user-centered design for complex enterprise applications across logistics, telecom and e-commerce. Specializes in bridging mixed-methods research (SUS, usability testing, competitor analysis) with business goals, leading design teams, and partnering with executives to accelerate product delivery.

Experience:

UX Designer II · Expeditors International | May 2022 – Jun 2026

- Directed end-to-end UX strategy for customer-facing applications, managing a team of 3 UI/UX designers and researchers.
- Led stakeholder engagement, presenting research analysis and defending data-driven decisions to align critical product roadmaps.
- Orchestrated a large-scale SUS survey (SurveyMonkey) to 10,000+ users, establishing a usability baseline.
- Spearheaded mixed-method research uncovering friction for 40k+ active users.

Senior UI/UX Designer · Prodapt Solutions | Sep 2020 – May 2022

- Conducted competitor analysis, empathy mapping and user flows; shared findings via InVision boards and journey maps.
- Executed the end-to-end pipeline from wireframes and hi-fi mockups through to front-end development.

Senior UI/UX Designer · DCKAP | Sep 2018 – May 2020

- Customized themes for ecommerce platforms including Magento and BigCommerce.
- Worked with Sketch and version control tools (Git, SVN).

Senior Web Designer · Openwave Computing Services Pvt Ltd | Nov 2016 – Aug 2018

- Designed mobile-first responsive websites using Adobe Photoshop, HTML5, CSS3 and Bootstrap 4.
- Produced Android application UI following Material Design principles.

Earlier: Web Designer, Easy Link India Dot Com Services (2014–16) · weknow.com (2013–14) · Trinity Hub Services (2011–12) — web and front-end design.

Education & Credentials:

M.Sc Psychology — University of Madras (Distance), 2024
B.C.A, Computer Application — University of Madras (Distance), 2015
Design Fundamentals — NID's Online Design Education (NODE), 2020
Certification in Web Designing — Image Multimedia, Chennai, 2011

Skills:

Strategy & Leadership: Stakeholder engagement, team mentorship, design decision advocacy, resource allocation / Research: Desk research, persona mapping, usability walkthroughs, SUS surveys, executive presentation / Design: Information architecture, wireframing, prototyping, UI design, design systems / Tools: Figma, Sketch, InVision, SurveyMonkey, HTML/CSS, Bootstrap, Git