



ANJITHPAL JAYAPAL

User Experience Lead

[User Experience Lead | UX Architect | UI Design & Front-End Engineering]

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Core Competencies

User Experience Lead with nearly 17 years of experience across UX strategy, UI design, and UI development, delivering research-driven, user-centric solutions at scale. Extensive background working with organizations such as Microsoft, Harman, Samsung, and Aspect, enabling a strong, process-oriented approach to translating complex business requirements into intuitive and visually refined digital experiences. Known for producing pixel-perfect designs, applying usability heuristics, and leading cross-functional initiatives while remaining deeply hands-on in design execution.

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Ernakulam, Kerala, India

EDUCATION

2009

Bachelor of Computer Applications
SMU

2008

Diploma in Multimedia
Brilliance -Xplora Thiruvananthapuram

2005

Diploma in Computer Science
Engineering
Government Poly Technic, Neyyattinkara

LANGUAGES

English

Malayalam

Hindi

Tamil

Kannada

Experience Highlights

intelliflo

redblack

RedBlack Rebalance

UX Leadership Experience

2017-2025

RedBlack Rebalance is a comprehensive portfolio management platform supporting continuous portfolio monitoring, real-time pre- and post-trade compliance, intelligent cash and tax management, high-volume portfolio rebalancing, streamlined order management, and accurate trade reconciliation, enabling increased operational efficiency, reduced risk, and improved client outcomes.

As UX Lead at Intelliflo, led end-to-end user experience strategy and front-end design execution across the platform. Defined human-centred design approaches through the creation of detailed user personas, journey maps, and storyboards, supported by market and user research. Applied usability evaluation methods including user interviews and card sorting to inform design decisions and drive product improvements.

Owned information architecture, instructional design, wireframing, interaction design, and visual design, delivering high-fidelity layouts and interactive prototypes that enhanced usability and engagement. Established and maintained a scalable design system and style guides, ensuring consistency and efficiency across product teams.

Partnered closely with engineering to uphold front-end development standards, contributing to the design and maintenance of core HTML and CSS/SCSS frameworks. Supported the product architecture by delivering robust, reusable layouts that accelerated development and ensured high-quality implementation.

Tech Used

Tech Used

balsamiq

Ps

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HARMAN – Samsung company

UX Lead

2015-2017

At Harman, I worked in the AI Connected Cars division, contributing to user experience initiatives for next-generation automotive interfaces. Where I conducted in-depth user research, including contextual inquiries with clients, to better understand their workflows, needs, and challenges. In addition to this, I was also involved in the Symphony Summit project—an enterprise application.

Tech Used

balsamiq Ps An Xd Ai F TS R A N B S



Aspect

Sr UI-UX

Contracted from Indecomm Global Technologies.

2014-2015

At Aspect, I was actively involved in various user experience and front-end development activities. My responsibilities included conducting user studies, creating personas, and designing wireframes to support product planning and interface design. As part of the research process, I traveled to Ireland to conduct contextual inquiries, gaining direct insights from users in their work environment. In addition to UX work, I also contributed to front-end development using Kendo UI and jQuery, along with HTML5, CSS3, and JavaScript, to bring the designs to life in a responsive and interactive.

Tech Used

axure Ps An Xd Ai F TS R A N B S



Microsoft Research (MSR)

Sr UI-UX Designer

Contracted from Aditi Technologies.

2012-2014

Microsoft Research (Offsite) – Jan 2014 to Jan 2015
Codalab: Contributed to a cloud-based experimentation platform that enables users to upload code and datasets as flexible bundles, run experiments in customizable cloud environments, and publish results through interactive, shareable worksheets with dynamic tables and visualizations.
Microsoft Research (Offsite) – Feb 2013 to May 2018
TryF#: Contributed to the development of an open-source, cross-platform, strongly typed functional-first programming language for .NET and JavaScript, designed to combine Python-like simplicity with the robustness and performance of C# and Java—enabling developers to build concise, expressive, and high-performance solutions for web, cloud, data science, and application development.
I collaborated on multiple projects with the Microsoft Research team, where I was responsible for both user interface design and front-end development for F# language portal ([fsharp](#)), the Spectrum Observatory ThinkTank ([spectrum-observatory](#)), and the CodaLab research platform ([codalab](#)).

Tech Used

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MY Skills

UX Research

Interaction Design

Information Architect

Usability Analyst

UI Design

wireframing

Product Designer

Design Systems Design

Usability Testing

Prototyping

Iconography

HTML 5

CSS 3

jQuery

Bootstrap

Kendo UI

Sass

Less

Adobe Creative Suite

Figma

Icomoon

Visual Studio

Git

Balsamiq

Sketch

UserZoom

Maze

Hotjar Engage

Useberry

Crazy Egg

FullStory

UsabilityHub

Forms

Tobii Pro