Sooraj Seshan

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Designer, now an engineer, making complex products usable. Trained in electronics engineering, with over a decade designing digital products. I lead design for AI-powered advisor tools at J.P. Morgan's Global Private Bank, embedding practical, scalable AI into everyday workflows for advisors across international markets. Passionate about problems that start from customers' real needs and frustrations.

EXPERIENCE

J.P. Morgan Private Bank — London

Design Lead, AI Advisor Tools & Portfolio Analytics — Jan 2024 – Present

- Lead the design and delivery of **Orion** and **Catalog**, two critical enterprise platforms for the Global Private Bank.
- Orion: AI-powered data querying that gives advisors faster access to complex financial information and better decisions.
- Catalog: market and product intelligence that helps teams deliver informed, tailored outcomes for high-net-worth clients.
- Work within a close product, technology and design triad, bridging strategy, design and delivery.

Senior Product Designer, Brokerage — Jan 2023 – Dec 2023

- Designed critical investor-facing applications for evaluating options, trading, and tracking multiple asset classes across client portfolios.

Ocado Technology — London

Product Designer — Jul 2020 – Dec 2022

- Designed intuitive, efficient interfaces for the Ocado Smart Platform using user-centred design principles.
- Created multimodal interactions combining touch, voice and gesture recognition to streamline e-commerce and warehouse operations, contributing to intelligent systems that improve operational efficiency and customer experience.

Cover-More Group — Uxbridge

Digital Experience Designer, Conversion Rate Optimisation — Jan 2020 – Jul 2020

- Researched, designed and tested solutions to digital experience problems, informed by decision-making trends, and shaped UX strategy for stakeholders.

Design JD — London

Wayfinding Designer — Jun 2018 – Jan 2020

- Delivered digital wayfinding strategy for transport and lifestyle clients, from concept to execution across digital and print.
- Worked with experience strategists, engineers and architects on signage, branding, packaging, POS, exhibitions and motion graphics.

Emvigo Technologies — India

UX Designer — Aug 2015 – Mar 2017

- Translated business, user and technical requirements into clear, engaging designs alongside engineers and product managers.

Internships — 2014 – 2017

- **Mima**, Research Intern (2017): design sprints, journey mapping and prototypes for pitches.
- **McLaren Racing**, Product Design Intern (2017): user research and data analysis with the performance and analytics team.
- **3M**, Design Intern (2014): developed the Safari Scotch-Brite sponge, from material study to packaging; launched in India.

EDUCATION

MA Graphic Communication Design
Central Saint Martins, UAL · 2016 – 2018

BA Graphic Design
LISAA · 2013 – 2016

B.Tech Electronics & Instrumentation Engineering
FISAT · 2009 – 2013

SKILLS

Product design · AI & data-dense UX · UX research · Design systems · Multimodal interaction · Prototyping · Enterprise & fintech · Adobe Creative Suite

CLIENTS

Diesel, London Luton Airport, National Rail, Route1, Stripe Partners, 3M

LANGUAGES

English · professional
Tamil, Malayalam · native
Hindi · limited working
French · elementary

CERTIFICATIONS

UX Design: Overview; Analyzing User Data
Adobe Creative Suite
Mental Health First Aid (MHFA)

AWARDS

Best UI Design
Best Performer Award
CAF Scholarships