SUTEJA RAO

Senior UX Designer | SC Cleared

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PROFILE

Senior UX Designer with a strong track record in complex, high-stakes enterprise environments — from UK Ministry of Defence operational systems to large-scale e-commerce redesigns at Vodafone. I bring end-to-end user-centred design (UCD) capability: user research, IA audit and restructure, interaction design, journey mapping, workshop facilitation, design systems, and developer-ready prototyping using Figma, HTML, and CSS. I establish and evangelise UCD practice, mentor designers, and communicate design thinking clearly to technical and senior audiences. SC Cleared with eligibility for DV clearance.

KEY OUTCOMES

25% — increase in engagement across MoD operational applications

10% — conversion uplift through Vodafone digital insurance redesign

30% — reduction in design-to-engineering handoff issues via design system adoption

EXPERIENCE

UX Designer (SC Cleared)

Ministry of Defence – Army | Andover (Remote) | Aug 2022 – Present

Sole UX Designer embedded across multiple concurrent defence programmes — establishing UX practice, designing complex data-heavy systems, and influencing senior stakeholders.

- As sole designer, established UCD practice from the ground up: defined design processes, built and governed a shared design system — including a colour palette and layout language grounded in Army tone and evidence-based psychology — and championed UCD principles to programme Colonels and senior digital transformation leads.
- Mentored junior designers as they joined the programme, supporting development and maintaining quality across concurrent workstreams.
- Led end-to-end UX across four concurrent product streams (Army Reserves, Land Warfare Centre, Land Training System, LOC).
- Audited and restructured user journeys and information architecture across legacy Army web applications, identifying usability bottlenecks and realigning navigation to operational workflows.
- Designed complex data-heavy interfaces including scheduling dashboards and operational reporting tools — translating mission-critical data into clear, decision-ready interfaces.
- Collaborated directly with Solutions Architects and engineering teams, translating designs into developer-ready Figma specifications and annotated component handoffs.
- Facilitated workshops at every project phase: requirements gathering, solution exploration, and pre-release user testing with Army personnel.
- Supported business analysis activities: clarifying requirements, identifying constraints and assumptions, and aligning stakeholders ahead of sprint planning.
- Participated in agile ceremonies including backlog refinement, sprint planning, reviews and retrospectives.

Interaction Designer (UX/UI)

Vodafone | Newbury | Dec 2021 – Aug 2022

Cross-functional product team role redesigning high-traffic digital services at significant scale.

- Redesigned the digital insurance purchase journey used by 100k+ agents — full lifecycle from journey mapping through wireframes to production-ready visual design, delivered within Vodafone's design system.
- Mentored newer team members on design system usage and accessibility standards, raising quality across the team's output.
- Facilitated collaborative workshops with designers and engineers to develop reusable design system components and accessibility frameworks (WCAG 2.2 AA), applying Atomic Design methodology.
- Conducted usability testing and funnel analysis to identify friction points — contributing to a 10% conversion uplift.

- Delivered annotated wireframes and interactive Figma prototypes ensuring design intent was clearly communicated to engineering teams.
- Applied visual design expertise — typography, colour, layout, and component styling — to produce polished, production-ready interfaces consistent with Vodafone's brand.

FREELANCE UX & UI DESIGN

Various clients | Remote | 2020 – 2022

Glasswin — E-commerce Website Redesign
- Conducted a full audit using heatmaps, session recordings and competitor IA analysis — identifying users failing to reach conversion-critical pages due to overly technical content structure.
- Restructured the site's IA from scratch: redesigned sitemap, product categorisation taxonomy, and navigation hierarchy to serve three distinct user personas.
- Designed a bespoke visual product configurator to guide non-technical users through bespoke options — optimising flow toward quote-building CTAs.
- Delivered full UX and UI: personas, user journeys, wireframes, design system, and high-fidelity Figma prototype — end-to-end as sole designer within a one-month engagement.

Erudite (Digital Agency) — CRO & Prototyping
- Worked within a full-service digital agency on a CRO engagement for a high-traffic children's entertainment brand (Peppa Pig World), focused on improving basket-to-checkout conversion.
- Planned and scoped an A/B testing programme for the basket journey using HTML and CSS to build lightweight coded prototypes for rapid concept validation.

Major UK Exam Board — Service Blueprint
- Commissioned via a third-party to design a comprehensive service blueprint mapping end-to-end exam administration processes — identifying pain points, handoffs, and improvement opportunities.
- Delivered a blueprint reused repeatedly by the commissioning organisation as a template framework for other service areas.

SKILLS & TOOLS

UX Methods
User Research | IA Audit & Restructure | Interaction Design | Visual Design | Journey & Service Mapping | Wireframing & Prototyping | Usability Testing | Design Systems | Accessibility (WCAG 2.2 AA) | Workshop Facilitation | CRO & A/B Testing | UCD

Collaboration
Agile Delivery | Backlog Refinement | Stakeholder Engagement | Business Analysis | Cross-functional Teams | Developer Handoff | UCD Practice Development | Designer Mentoring

Tools & Tech
Figma | Adobe XD | HTML | CSS | JIRA | Confluence | Google Analytics | Heatmaps & Session Recording

Sectors
Defence & Government | E-commerce | Enterprise SaaS | Digital Agency | Fintech / Insurance | Education

EDUCATION & DEVELOPMENT

AI for UX Designers (in progress) — Interaction Design Foundation

Product Psychology Masterclass — Growth.Design

UX Immersion + UI Specialisation — CareerFoundry | Alumni contributor

Diploma in Digital Marketing — IDM (2019)

B.E. Electronics & Communications — Madras University

Community: UX articles published on LinkedIn and Medium | Security Clearance: UK SC Cleared — eligible and willing to undergo DV clearance process.