

SUREKA S

Linkedin : [linkedin.com/in/surekasubramanian](https://www.linkedin.com/in/surekasubramanian)
Behance : [behance.net/surekas9080](https://www.behance.net/surekas9080)

Email:surekasubramanian9080@gmail.com
Mobile:+91-9787498238

UI/UX Designer with an artistic background and a strong foundation in user research, bringing empathy, creativity, and analytical thinking to user-centered design solutions.

Skills

Languages: English, Tamil, Hindi
UX Research & Design Methods: Surveys & Interviews, User Personas, Heuristic Evaluation, Wireframing & Prototyping, Usability Testing
Design Tools: Figma, Adobe Photoshop, Adobe Illustrator, Canva
Soft Skills: Adaptability, Curiosity & Willingness to Learn, Critical Thinking

Experience

Self-employed
Portrait Artist
Created 100+ hand-drawn portrait sketches for individual clients, maintaining high standards of detail and expression.
Executed interior wall paintings for commercial spaces, including a cake shop and a coaching institute, enhancing their visual appeal.
Managed the complete creative process from concept sketches and client consultations to final execution and delivery.

Since 2018

Internship

First Ventures - eCommerce Services Solution Company, Mumbai
Graphic Designer

May-October 2025

Hzworkz Private Limited(HERTZWORKZ), Tamil Nadu
UIUX Designer

Sept-October 2025

Projects

UX Design Project
LPU navigations – Wayfinding kiosk system
Designed an interactive kiosk for navigating the LPU campus across interconnected buildings with inconsistent floor numbering. Features include 2D maps, classroom search, mobile sync via QR, and accessibility support. Conducted usability testing and applied HCI principles to enhance the user experience

System Design Project
V Collect – Waste segregation system
A closed-loop platform for door-to-door waste collection using bin-based segregation. Users earn wallet credits for proper disposal, redeemable for mobile recharges or recycled products within the app. The system integrates recycling partners and ad-sponsored bins for sustainability.

Packaging Design
Live project – Housegoods
Designed functional and visually appealing paneer strainer packaging for Housegoods, aligned with brand guidelines and user usability.

Research publications

Sureka, S., & Thakur, N. (2025). **User Interface for Elderly**. Accepted for publication in the Proceedings of the 2nd International Conference on Product and Industrial Design (ICPOD 2025), Lovely Professional University, Phagwara, Punjab, India, April

Certificates

Web Development – My Job Grow
Behavioral design on Sustainability – IIT - Delhi

Achievements

CEO of Divine Vibes Student Organization – Lovely Professional University
Organization that promote positive, powerful, and purposeful thought patterns through structured meditation, self-reflection, and spiritual awareness.

Education

Lovely Professional University
Master of Design- User Experience; CGPA:8.8

Punjab, India
Since August 2024

Government College of Technology
Bachelor of Engineering
Electrical and Electronics Engineering; CGPA: 7.3%

Coimbatore, Tamil Nadu
2016 - 2020

SKV Matric. Hr. Sec School
Mathematics, Biology; Percentage: 89.5%

Namakkal, Tamil Nadu
2014 - 2016