

hello!

I'm Muthu Nathan B

Lead UX Designer

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<https://muthunathan.com/>

10+ years of experience designing enterprise products and **leading end-to-end design** initiatives. Specialize in building and scaling **design systems** from the ground up, enabling teams to deliver consistent, efficient, and user-centric experiences across platforms

Work Experience

Lead UX Designer - Zeta Suite

Jun 2024 - Present

People Management

UX Architect

AI in B2B

Design Culture

- Leading and Mentoring a 5-member UX team
- Defined UX architecture for enterprise workflows.
- Conceptualized a prompt-based UI builder integrated with the design system I created.
- Partnered with PMs & engineering to align scope, ensuring on-time delivery of my team.
- Launched Zeta Design Magazine, driving cross-org content planning and execution to strengthen design culture.

Senior UX Designer - Zeta Suite

Jan 2020 - Jun 2024

Enterprise Design System

Design Tokens

UX Patterns

Components

Design Ops

- Built and scaled the company-wide enterprise design system, evolving it from a Figma UI kit into a token-driven design and development library.
- Established robust foundations, reusable patterns, component libraries, and a well-defined documentation portal.
- Evangelized the system across leadership, securing a dedicated development team.
- Served as the primary POC and established governance by setting up DesignOps with regular sync-ups, audits, intake/backlog management, versioning, quarterly releases, and an open-source contribution model in partnership with developers.

UX Designer II - Zeta Suite

Jun 2019 - Jan 2020

B2B

Dashboard & Analytics

Figma UI Kit

- Designed a bank's support agent tool to streamline workflows and a scalable reports tool for faster insights.
- Pioneered Figma adoption within Zeta's design team and built the Figma UI kit.

UX Designer I - Zeta Suite

Jun 2018 - Jun 2019

B2C

Interaction Design

Interaction Design

Fintech

- Started at Zeta as Motion Designer, creating UI animations & interactions for the mobile app.
- Designed UPI payment flow, POS terminal, vendor management tool for cafeteria operations.

UX Designer - NoBroker Technologies

Nov 2017 - Jun 2018

B2C

Real Estate

- Designed mobile UI for NoBrokerHood, an apartment society and visitor management app

UX Designer - Zoho

Jun 2015 - Jul 2017

B2C

Fintech

Marketing

- Started career as a Visual Designer in the Marketing team, designing websites and promotional banners.
- Designed Zoho Books & Zoho expense for iOS, Zoho POS for iPad, Revenue Forecaster & Zoho Subscriptions for Android, and a UWP for Windows Desktop.

Education

B.Tech (Computer Science & Engineering)

2011 - 2015

SASTRA University

Notably headed the Design Committee of our University.

Awards & Recognition

Outstanding Performer

2019 & 2020

Recognized as one among the TOP 10 young Designers in India

2015

World Skills Competition (Skill Olympics)

Skill sets & Tools Knowledge

UI & UX Design (B2B & B2C)

Design Systems

Accessibility

Interaction Design

Prototyping

User Research & Testing

Information Architecture

Visual Design

Branding & Illustration

Design Leadership

Design System Governance

Cross-functional Collaboration

Mentorship

Stakeholder Management

Agile UX

Figma

Sketch

Spline

Adobe Creative Suite

Canva

Framer

ProtoPie

Lottie

Rive