

Beeulah Marry

Product Designer • UI/UX Designer

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Product designer with 3+ years of hands-on experience turning technically complex, constraint-heavy systems into usable product experiences across B2B and B2C, currently owning end-to-end design across robotics, IoT, instrumentation, and industrial SaaS at a Zoho subsidiary.

Experience

Pilabz Electromechanical Systems - UI/UX Designer

May 2024 - Present

Tenkasi • Full-time • Sole Designer

- **Unified Four Instruments Into One Coherent App Experience:** Designed a fragmented four-mode Android measurement app (DMM, LCR, 1P & 3P PQA) with instrument-specific probe guidance and live reading states, validated with 6 in-house engineers, 2x faster first readings, 70% less mode confusion.
- **Made Safety-Critical Robot Control Unambiguous at Every Step:** Designed a map-first AMR control interface covering connection states, mission setup, live monitoring, and emergency controls, validated with 5 in-house engineers, 92% task success on robot readiness, 2x faster route understanding.
- **Turned a Dense Engineering Workflow Into a Guided Simulation Experience:** Broke down a dense motor simulation workflow into a step-by-step guided experience with smart defaults and working examples, 70% of students completed the simulation independently on first attempt post-launch.
- **Built Design Systems From Zero:** Created token-based design systems with reusable components, responsive patterns, and handoff documentation adopted across 4+ products and multiple engineering teams, enabling consistent UI delivery without a design ops function.
- **Cross-Functional Collaboration:** Partnered with engineers, product leads, and C-suite stakeholders from problem framing through design QA and developer handoff across simultaneous hardware-software product releases.
- **AI-Integrated Platform:** Driving early-stage UX strategy and competitive research for a cloud-based CAE simulation platform, defining core UI patterns and product architecture for an AI-integrated engineering tool supporting prompt-driven simulation workflows.

Tentacle Technologies - Associate Product Designer

May 2023 - May 2024

Remote • Kuala Lumpur, Malaysia

- **End-to-End B2C Product Flows:** Designed web and mobile experiences for Artoons, a marketplace for child creators and parent buyers, including a feature adopted by 60% of active users, and a simplified kids' posting flow usability testing showed was 80% easier to complete.
- **Accessibility-First Interaction Design:** Applied WCAG guidelines and age-appropriate interaction patterns through iterative usability testing, ensuring legibility, trust, and usability for both child users and parent buyers.
- **Research to Handoff Ownership:** Translated user research insights into user flows, journey maps, wireframes, high-fidelity UI, and interactive prototypes under a lead designer.

Skills

Design UI Design, UX Design, Product Design, Interaction Design, Design Thinking, Cross-platform Design, Motion Design, Data Visualization, Responsive Design, Mobile App Design, Dashboard Design, SaaS Design, Enterprise UX, Accessibility

Systems Design Systems, Component Library, Design Tokens, Design Sprints, Style Guide, Information Architecture, User Flows, Wireframing, Prototyping

Research User Research, User Interviews, Usability Testing, A/B Testing, Journey Mapping, Affinity Mapping, JTBD, Personas, Competitive Analysis, Insight Synthesis, Heuristic Evaluation, Contextual Inquiry, Stakeholder Interviews, Task Analysis

Product End-to-End UX, Design Handoff, Design QA, Cross-functional Collaboration, Stakeholder Management, Product Thinking, Agile workflows, Web App Design, B2B SaaS, IoT UX

Tools Figma, FigJam, Framer, ProtoPie, Miro, Maze, UX Pilot, Galileo AI

AI & HCI AI-Augmented Design, Human-AI Interaction, Trust-Critical UI, Error Recovery

Education & Certifications

B.Tech - Information Technology SRM Valliammai Engineering College, Chennai • 2019 – 2023 • 86%

Google UX Design Certificate Google / Coursera • Jan 2023