

Durga Suthar



UX Researcher & Designer, Bridging User Insights and Design Strategy.

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About me

I'm a user experience researcher and designer with nearly five years of experience integrating research, usability, and design strategy to create meaningful, accessible, and culturally resonant experiences. My approach blends human-centered research, system thinking, and storytelling to bridge the gap between people and products. I believe that effective design emerges from deep understanding through observing, listening, and translating insights into intuitive and impactful solutions. With experience spanning government projects, healthcare platforms, and craft-based systems, I bring a multidisciplinary lens to every problem I solve.

Education

Master of Design (Toy and Game Design) - **National Institute of Design, NID (2018–2020)**

Bachelor of Design (Craft and Design) - **Maharaja Ranjit Singh Gaekwad Institute of Design, MSU, 2014–2018**

Core Skills

UX Research Methods: User Interviews, Contextual Inquiry, Ethnographic Research, Persona Creation, Affinity Mapping, Usability Testing, Information Architecture, Journey Mapping.

Design & Prototyping Tools: Figma, Adobe XD, Miro, Figma, Illustrator, Photoshop, InDesign.

Other Competencies: Accessibility Design, Writing & Documentation, Workshop Facilitation, Visual Storytelling, Team Leadership.

Work Philosophy

I approach design with curiosity, empathy, and the constant pursuit of meaningful human connection.

Experience

Project Associate - National Institute of Design NID, (April 2025 – Present)

As a Project Associate at NID, I lead end-to-end design initiatives that integrate user research, product development, and usability testing for institutional and government projects. My work focuses on accessibility and cultural relevance, combining ethnographic field research with user-centered methodologies to uncover insights and translate them into design opportunities. I facilitated co-creation workshops and usability sessions that informed prototypes and final solutions, ensuring that user feedback remained central throughout the design process. Key projects include developing product ranges with Odisha artisans, designing official invitations for Rashtrapati Bhavan's national ceremonies, creating institutional mementos, and contributing to the PM Vishwakarma Yojana. Across these projects, I've emphasized empathy-driven design, evidence-based decision-making, and collaborative leadership while mentoring a team of designers to deliver consistent and user-focused outcomes.

UI/UX Designer - Indegene Pvt. Ltd. (April 2022 – December 2024)

At Indegene, I worked at the intersection of research and design to create user-centered digital experiences for global healthcare clients. I conducted heuristic evaluations, accessibility audits, and usability testing to refine product journeys and improve overall interaction quality. My role involved mapping user journeys, synthesizing research findings into actionable design recommendations, and collaborating with cross-functional teams to enhance usability and engagement. I also developed an Accessibility Playbook aligned with WCAG 2.1 standards, which helped standardize inclusive design practices across teams. Through my work on projects for clients such as Pfizer, BD, Incyte, and Lilly, I ensured that design decisions were grounded in research evidence, leading to more intuitive and trustworthy user experiences.

Design Researcher - Khamir (NGO), Kachchh (November 2020 – April 2022)

At Khamir, I conducted in-depth contextual research within artisan communities to understand craft processes, user aspirations, and changing market dynamics. I translated field observations into actionable insights, leading to the design of sustainable leather products that combined tradition with contemporary usability. Additionally, I designed communication materials that told the story of cotton, from cultivation to fabric and motif creation, highlighting the value of craft systems and community engagement. My role served

as a bridge between artisans and consumers, using design as a medium for empowerment, education, and digital integration.

Extra Activities

- Completed 14,600 ft Himalayan Trek and Everest Base Camp Trek.
- Winner at Khel Mahakumbh (Football) and district-level swimming competition.
- Gujarat Civil Defence Course with First Class Division.
- Volunteered in Tiger Census and environmental awareness programs.