

Art director for commerce at scale. 18 years turning eCommerce and retail storefronts into experiences shoppers act on, across fintech, logistics, medical, food and enterprise platforms. I direct the visual work customers see and understand the experience around it well enough to know what it has to earn. Then I build the system that holds that standard across a large catalogue and many hands, so direction survives without me in the room.

SELECTED WORK

PROBLEM · ROLE · RESULT

AMV fleet operating system · India · 2026

ART · EXPERIENCE · BUSINESS · AI

Fleet management for Indian truck operators, in a category with just one direct competitor. I built the brand, the business model, the design system and an AI co-pilot, all held to one written standard so the quality survives fast, AI-generated output. Now in beta with real trips running.

54 Vehicles onboarded25,000 Trucks in the first town1 Direct competitor

Qiddiya giga-project · Saudi Arabia · 2025

RESEARCH · EXPERIENCE

A Public Investment Fund programme under Saudi Vision 2030, spanning sport, entertainment, culture, a theme park and an F1 circuit. I ran research across the verticals and their stakeholders, then rebuilt seven platforms to one standard, one shared language and one brand. It replaced a version people would not use.

7 Platforms, one standard2 → 8 Satisfaction, out of 10+300% Conversion

Decathlon sports retail · United Kingdom · 2015–19

ART · EXPERIENCE · CAMPAIGNS

Experience design across ecommerce and mobile for decathlon.co.uk, plus creative and art direction on launches, campaigns and community. I worked the shop floors to see where the system left customers and staff stuck, gave each in-house brand its own space, and extended the guidelines across print, digital and store. Research done in the stores, not just on the site.

1.8 → 2.7% Conversion, +50%+70% Engagement40+ Campaigns directed

Further work: Wearables, an ecommerce portal with a partner Virtual Space (bounce 80% to 25%) · RISE, a UAE recycling campaign made on the ground · Compane, a plug-and-play business platform built from the mark up. Full case studies at jagadeeswaran.info.

EXPERIENCE

Senior UX/UI Consultant, Artefact — Dubai, UAE · remote	2025 — present
On Qiddiya Investment Company. Interface and experience design at national programme scale.	
Lead, Creative Strategist & UX/UI, Wissend Consultancy — Chennai	2019 — 2025
Brand and business strategy through to shipped product, with art direction on the output. AMV, Compane, RISE and Wearables came out of this.	
Senior User Experience Designer, Decathlon — London, UK	2015 — 2019
Senior Creative Designer, Royal Images — Chennai	2012 — 2014
Web, Apps & UX, Verizon — Chennai	2011 — 2012
Web, Graphic & UI Designer, Mobius Knowledge Services — Chennai	2009 — 2011
Web Designer, Contempo Technologies — Chennai	2007 — 2009

CAPABILITIES

- Art direction. Print campaigns and digital, across markets, formats and devices.
- Creative, business & marketing strategy. Who we sell to and what the work has to return.
- UX / UI. Research, behaviour, prototyping and shipped interfaces.
- Design systems. So quality holds when many people produce at once.
- AI in production. References, prompts, limits and standards for AI assisted work.
- Tools. Photoshop, Illustrator, InDesign, Acrobat, Figma. On Mac.

EDUCATION

- MA Future Media — Birmingham City University, UK · 2014–2015
- BE Mechatronics — Kumaraguru College of Technology, Coimbatore · 2003–2007