

# RAJKUMAR LOGANESAN

Director of UX • Head of Design • Senior UX Leader

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## EXECUTIVE SUMMARY

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Senior design leader with 20+ years building and scaling UX organizations at the intersection of enterprise product strategy and user-centered business outcomes. At Agilysys, grew the UX function from a single designer to a 40-person organization — establishing hiring frameworks, career ladders, design operations, and a centralized governance model serving 15+ independent product teams across a global hospitality technology portfolio.

Operates as a strategic peer to CEOs, CTOs, and SVPs of Product — translating user research and behavioral data into roadmap investment decisions with measurable commercial impact on retention, adoption, and support cost reduction. Stanford GSB Design Thinking Executive Education. Certified Usability Analyst (CUA). Certified ScrumMaster (CSM).

## LEADERSHIP HIGHLIGHTS

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- **Scaled UX organization from 1 to 30** — designed the hiring framework, leveling structure, and design operations infrastructure that enabled consistent delivery across 15+ concurrent product lines without proportional management overhead
- **Served as centralized design authority** — resolved cross-team conflicts, enforced UX standards across an independent product portfolio, and owned the governance model preventing fragmentation at enterprise scale
- **Presented UX strategy and research insights directly to CEO, CTO, and SVP of Product Strategy** — influencing multi-million dollar roadmap priorities and establishing design as a driver of investment, not a downstream execution function
- **Architected enterprise design system across 10+ products** — reduced design-to-development cycle time by 40% and eliminated cross-product visual inconsistency at scale
- **Led end-to-end UX transformation of 15+ enterprise hospitality products** — improving usability scores by 30%+ with measurable impact on customer retention and adoption
- **Directed VPAT accessibility certification across the full product suite** — ensuring regulatory compliance and eliminating enterprise procurement risk for customers with ADA / Section 508 obligations

## WORK EXPERIENCE

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### Agilysys • Director of UX

Aug 2017 – Present

*Global leader in hospitality technology. Centralized design authority serving 15+ product teams, aligned with CEO, CTO, SVP of Product Strategy, Product Owners, and Engineering Leadership.*

- **Built UX org from 1 to 30** — established hiring criteria, onboarding, career growth paths, design operations, and a culture of craft and accountability that sustained delivery quality at scale
- **Presented annual UX strategy and research findings to the CEO and CTO** — shaping product investment priorities and multi-million dollar roadmap decisions
- **Defined UX strategy for next-generation hospitality platforms** — improved usability scores by 30%+ across web and mobile, reducing support escalations and improving customer retention
- **Led enterprise design system spanning 10+ products** — reduced design-to-development cycle time by 40% and established a shared visual and interaction language across the portfolio
- **Deployed AI-driven usability analytics (HotJar, FullStory) to surface user friction before escalation** — shifting the design function from reactive to predictive
- **Directed VPAT accessibility certification across all hospitality platforms** — ensuring regulatory compliance and inclusive design standards across the full product suite
- **Led complete UX/UI transformation of 15+ enterprise products** — POS, PMS, SPA, Golf, Sales & Catering, Food & Beverage, Inventory Procurement, and Kiosk Devices
- **Ran design thinking workshops with customers and business stakeholders** — accelerating innovation and embedding user-centered thinking into product planning cycles
- **Founded and led the company's World Usability Day program** — engaging developers, QA, product, and non-technical teams, building empathy for users across the entire organization

- **Conceptualized and launched the ACX design brand identity** — secured CEO participation to personally unveil the logo, elevating design team visibility and influence at the executive level
- **Personally led mentoring and coaching sessions for the UX team** — covering UX principles, color theory, Gestalt psychology, interaction design, and design critique

## Scientific Games • Associate Manager, UX

May 2008 – Aug 2017

*Global leader in gaming and lottery technology. Led UX for player-facing and enterprise casino management platforms deployed across regulated international markets.*

- **Led UX across player-facing and enterprise casino management platforms in regulated markets** — designing for compliance, operator efficiency, and player engagement in one of the most constrained UX environments in enterprise software
- **Led and scaled a UX team across multiple product lines** — recruited, mentored, and managed designers while building a delivery culture focused on quality and consistency
- **Established the team's first evidence-based UX practice** — introduced usability testing, analytics instrumentation, and customer feedback loops that became standard process for product decisions
- **Designed complex regulated experiences for global casino ecosystems** — slot machine interfaces, player loyalty platforms, staff operational tools, and multi-property resort management dashboards
- **Navigated international regulatory requirements across global gaming markets** — ensuring compliance without compromising usability or player engagement
- **Collaborated with Product Owners and product heads on UX direction** — contributed to roadmap planning, challenged feature decisions that compromised usability, and represented user needs in product discussions

## Sutherland Global Services • Web Design Specialist

Apr 2005 – May 2008

- Designed and delivered scalable enterprise web applications balancing business requirements with intuitive user experiences
- **Facilitated stakeholder workshops to validate design direction early** — reducing rework and improving delivery accuracy across cross-functional teams

## Earlier Roles (2000 – 2005)

*Web Designer at Akmin Technologies, Subhasree Software, and Vanavil Technologies. Built foundational expertise in interaction design, prototyping, and usability — the bedrock of a 20-year career in design leadership.*

## CORE SKILLS & COMPETENCIES

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**Design Leadership:** UX org building (1 to 30), UX strategy, design operations, OKR setting, hiring frameworks, career development, design governance

**Executive Engagement:** CEO / CTO / SVP collaboration, board-level presentations, roadmap influence, design-led decision making, stakeholder alignment

**User Research:** User interviews, personas, journey mapping, card sorting, contextual inquiry, heuristic evaluation, usability testing, annual UX research strategy

**Design Systems:** Component libraries, design tokens, governance, documentation, cross-product consistency at enterprise scale

**Emerging Technologies:** AI in UX, personalization engines, accessibility / VPAT compliance, data-informed design, AI-driven analytics

**Tools:** Figma, Figma Make, Adobe XD, Sketch, Photoshop, Illustrator, HotJar, FullStory, Optimal Workshop, Stark, WAVE, AXE, JAWS

**Web Technologies:** HTML5, CSS3, Bootstrap, Tailwind, JavaScript, jQuery, SharePoint, WordPress, DNN, Telerik, Infragistics

## COMMUNITY & THOUGHT LEADERSHIP

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- **Founded and led Agilysys World Usability Day** — annual company-wide program engaging cross-functional teams in UX practice, expanding design influence beyond the design function
- **Conceptualized and launched the ACX design brand identity** — secured CEO co-ownership of the launch event, elevating design team visibility at the executive level

## CERTIFICATIONS

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- **Design Thinking: From Insights to Viability** — Stanford GSB Executive Education
- **Certified Usability Analyst (CUA)** — Human Factors International
- **Certified ScrumMaster (CSM)** — Scrum Alliance
- **Accessibility: How to Design for All** — Interaction Design Foundation
- **Certified in Information Visualization** — Interaction Design Foundation

## EDUCATION

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**MBA (Systems)** — Alagappa University, Karaikudi • 2008

**B.Sc. Chemistry** — Loyola College, Chennai • 2000

**Diploma in Multimedia & 3D Studio** — BDPS, Chennai • 1999

**Diploma in Computer Applications** — LIBA, Loyola College, Chennai • 1998

**Diploma in Painting** — The Tamil Nadu Dr. J. Jayalalithaa Music and Fine Arts University, Chennai • 2022

## AWARDS & RECOGNITION

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- **Multiple Star Performer Awards** — for design leadership, innovation, and measurable product delivery impact
- **Recognized by senior leadership** — for elevating usability standards and design maturity across flagship enterprise products
- **Executive commendation from CEO, CMO, and senior leadership** — for single-handedly owning the end-to-end redesign and redevelopment of agilysys.com, from UX design and WordPress CMS architecture through front-end development and production deployment, delivering a corporate web presence that reflected the brand at the highest standard

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*References and portfolio available upon request • <https://rklogan.me/>*