ASHWIN TANJORE SHYAMSUNDAR

Senior UX Design Specialist

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I simplify complex support workflows and design how automation fits into them, from field research and task logic to prototypes and design-system patterns. Eleven years at SAP.

EXPERIENCE

SAP Labs France · Sophia-Antipolis, 2014 – now

Senior UX design specialist · Apr 2023 – now

- Lead design for Support Studio, from incubation to a live pilot: a tool where support engineers automate repetitive, time-critical case work by building, testing and evaluating AI artifacts.
- Ran contextual inquiry, interviews and live case walkthroughs with support engineers. Defined three roles, task flows and a human-in-the-loop model.
- Built interactive prototypes for rapid iteration and feedback collection

Conversation Designer, Model Behavior · Mar – Jul 2026

- Co-created the Error Handling Framework for SAP Joule — a shared taxonomy and system for classifying, explaining, and recovering from AI failures.

Design Fellow, AI Design Patterns · Jan – Jul 2024

- Took AI Text Highlight and Guided Prompt from research to handoff, with accessibility specialists from the start. Delivered guidelines, specifications and accessible components in the SAP AI Web UI Kit, adopted across SAP.

UX Design Specialist · Apr 2017 – Mar 2023

- Led the design for conversation lifecycle for SAP Digital Assistant: timeouts, resuming and the welcome experience, from research and usability testing to developer handoff and design-system components.
- Lead and only UX designer on CleaVision, an SAP 1 Billion Lives venture for a time-critical screening workflow: remote research with lab technicians, personas, journey maps, SAP Fiori designs and remote usability testing.

UX Design Associate and Intern · Jul 2014 – Apr 2017

Designed and prototyped apps for a reception kiosk, from visitor management to an electric-car charging map, and ran UI consistency reviews against the SAP Fiori guidelines. Organized events and fostered networking for Early Talents.

Publicis Sapient · Bengaluru

Associate Technology · Jul 2014 – Apr 2017

Developed interface in Openlink Endur for seamless trade flow between systems.

EDUCATION

Master's in Multimedia: Telecom ParisTech (EURECOM Campus), 2013-2014.

Bachelor's in Computer Science: Pondicherry Engineering College, 2007-2011

SKILLS

Research and Strategy

User interviews, surveys, usability testing, heuristic evaluation, personas, journeys, competitive analysis

Design

Interaction design, user flows, information architecture, wireframing, prototyping, design systems, accessibility, model behavior, conversation design

Tools

Figma, Figma Make, Claude Code

Languages

English, French, Tamil, Marathi

INDEPENDENT

Vibe-coding AI experiments and iOS apps

CERTIFICATIONS & AWARDS

- SAP Global GenAI Hackathon 2024
- Google UX Design Professional Certificate May 2021: Coursera
- Nielsen Norman Group UX Certificate Jun 2019: Interaction Design . Amsterdam
- SAP RISE Program 2019: Selected among applicants from 15 countries for tuition assistance.
- SAP Catalyst 2018: Recognised as SAP Catalyst for outstanding contribution
- Charpak Long Term Scholarship 2013-14: Awarded by French Embassy for Academic Excellence

TALKS

SAP UX Summit 2020, SAP DKOM 2020, SAP DKOM 2021