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LinkedIn

Portfolio

Göttingen, Germany

SURENDAR RAVI

AI × UX Designer & Webflow Developer

About me

Master's student in User Experience Management & Design at PFH Private University of Applied Sciences, Göttingen, with professional experience across UX design, Webflow development and Go-to-Market strategy. I design in Figma and build production-ready Webflow and Framer websites - scalable CMS architectures, responsive layouts and design systems - working directly with clients, designers and marketing teams.

Education

M.Sc. User Experience Management & Design — 2025 - Present
PFH Private University of Applied Sciences, Göttingen

Bachelor of Engineering, Computer Science Engineering — 2017 - 2021
Meenakshi College of Engineering, India

Work Experience

Freelance Webflow Designer & Developer — 2025 - Present
FTA Global

- Revamped the previously hand-coded website in Webflow (September 2025) while preserving the established brand identity
- Long-term engagement of more than a year, working much like a full-time role
- Improved user experience by refining information architecture, visual hierarchy, typography, spacing and navigation
- Developed reusable Webflow components and CMS structures for scalable content management
- Added new landing pages, service pages, event pages and marketing sections based on business requirements

GTM Consultant — Apr 2025 - Aug 2025
Cyces Innovation Labs LLP

- Worked on end-to-end Go-To-Market strategy: positioning, messaging, channels and campaigns aligned with business goals
- Worked across design, demand generation and product growth to cover both brand and revenue

Webflow Developer — Jun 2023 - Jan 2025
Cyces Innovation Labs LLP (FreshBoost)

- Developed multiple pixel-perfect, responsive websites in Webflow from Figma designs
- Managed the front-end development team to deliver high-quality projects
- Directly handled domestic and international clients for design and development requirements; proposed UX improvements
- Built scalable CMS architectures, reusable components and style systems to simplify content management
- Organised and delivered internal workshops and public webinars on Webflow, Framer and no-code development

UI/UX Designer Trainee — May 2022 - Aug 2022
Zimozi Solutions

- Assisted senior designers in creating wireframes, user interfaces and interactive prototypes
- Collaborated with developers to ensure accurate implementation of designs

Junior UI/UX Designer — Jan 2022 - Mar 2022
GoWebEz

- Designed responsive website interfaces and landing pages for client projects

Key Strengths

- Figma to Webflow builds
- CMS architecture
- Design systems
- Responsive & accessible UI
- Client communication
- Front-end team leadership

Skills

Web Development:
Webflow, Framer, CMS Architecture, HTML5, CSS3, JavaScript, Responsive Design

Design:
Figma, UI Design, Design Systems, Wireframing, Prototyping, Information Architecture

AI & Automation:
ChatGPT, Claude, Zapier, Make, n8n

Growth & Analytics:
SEO, Google Analytics, Google Tag Manager, Landing Page Optimisation

Certifications

- Webflow Certification
- LottieFiles Webflow Certification
- UX Design Certification

Languages

- English - Fluent
- German - A2 (improving)
- Tamil - Native

Availability

- From 15 December 2026
- Full-time, Werkstudent, Pflichtpraktikum or internship
- Open to relocate anywhere in Germany; can start remote

Selected Projects

CVAI - AI Resume Optimisation Platform

Product Designer & UX Researcher | AI-powered platform for ATS-friendly resumes, job-description analysis and application tracking; surveys, interviews, personas, journey maps, Figma prototypes and usability testing.

FTA Global - Enterprise Website Revamp

Webflow Designer & Developer | Enterprise redesign, reusable CMS architecture, responsive build, SEO and performance optimisation.

edstory - Website Redesign & German Localisation

Web Designer & Framer Developer | First freelance client in Germany (Oct 2026). Pitched with a proposal deck, recommended Framer, then designed and built the German site in about two weeks; digitized the logo.

Sri Chakra Builders - Real Estate Website

UI/UX Designer & Framer Developer | Designed in Figma and built in Framer with CMS collections and conversion-focused inquiry pages.