




FATHIMA SUHRA KP

UX/UI Strategist & Digital Product Head



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A strategic digital and technology leader with 10+ years of experience driving application development, digital transformation, and digital marketing enablement. As Head of Digital & Technology, I lead cross-functional teams to design, build, and scale high-impact digital platforms that align technology with business growth, customer experience, and brand objectives.

With a strong foundation in application development, UX strategy & research, UX/UI design and front-end engineering, I bridge the gap between technology, design, and marketing. I specialize in defining digital roadmaps, overseeing end-to-end product development, and ensuring platforms are scalable, secure, and performance-driven. I work closely with marketing teams to enable data-driven campaigns, marketing automation, analytics, SEO, and conversion optimization through robust digital solutions. Known for a user-centric and results-oriented approach, I transform business requirements into actionable digital strategies, optimize processes, and mentor teams to deliver innovative, measurable outcomes. I thrive in fast-paced environments where technology, creativity, and strategy intersect to drive sustainable digital growth.



PROFESSIONAL EXPERIENCE

2025-Present

HEAD OF DIGITAL & TECHNOLOGY
Intelligent Data Mind LLC, Sharjah

2019-2025

UI/UX RESEARCHER & DEVELOPER
Blue Rhine General Trading LCC, Dubai

2018-2019

UI/UX DEVELOPER
Fibroin Technologies, Coimbatore

2017-2018

UI/UX DEVELOPER
Pofi Technologies, Coimbatore

2016-2017

WEB DEVELOPER
Qubis Infoway, Palakkad



EDUCATION

2014-2016

MCA (Computer Application)
Nehru College of management

2011-2014

BCA (Computer Application)
V.V College of Science & Technology



SKILLS

PROFESSIONAL

Figma	HTML	React
Sketch	CSS/ SCSS	VS Code
Adobe XD	Bootstrap	GIT /GIT Hub
Adobe Photoshop	Jquery	Adobe After Effect
Adobe Illustrator	Java Script	Tailwind CSS

UX/CX Research
UX/UI Design
Front-End Development
Web App Development
Digital Marketing

PERSONAL

Creativity
Team Leading
Self-Learning
Communication
Time Management