

SUMMARY

Accomplished And Results-Driven **Product Designer With 10+ Years** In Creating User-Centric Solutions For Enterprise Products, Including Big Data And Data Visualization. Skilled In Developing Scalable Design Systems And Leading Initiatives Within Agile Frameworks. Proven Ability To Align User Needs With Business Goals To Drive Engagement, Efficiency, And Growth.

AREA OF EXPERTISE

End-To-End Design Process: Experienced In Managing The Entire Design Process, Including User Research, Persona Creation, Journey Mapping, And Service Blueprinting. Adept At Merging User Needs With Business Objectives Through Iterative Testing And Research To Deliver Impactful, User-Focused Designs.

Cross-Functional Collaboration: Partner With UX Teams, Product Managers, Engineers, And Stakeholders To Align Designs With The Product Vision, Foster Clear Communication, And Ensure Iterative Improvements Meet User And Business Needs.

Design Communication & Prototyping: Expert In Crafting Intuitive Wireframes, Flow Diagrams, And High-Fidelity Prototypes To Effectively Convey Design Concepts.

Design Systems & Component Libraries: Build And Manage Scalable Figma-Based Component Libraries Using Atomic Design Principles For Native, Responsive, And Adaptive Apps, Ensuring Consistency, Efficiency, And Seamless Updates Across Products.

Domain Expertise: Extensive Experience Designing And Delivering User-Focused Solutions Across Various Domains, Including Finance, Healthcare, Supply Chain, E-Commerce, And Others. Proven Ability To Understand And Address Industry-Specific Challenges, Ensuring Impactful And Innovative Outcomes.

Accessibility Design: Ensure WCAG And ADA Section 508 Compliance Through Audits, Creating Inclusive Designs With Accessible Visuals, Navigation, And Interactivity For Diverse Users.

Versatile UX Designer: Specializing In User-Centered Design, Figma-Based Systems, Enterprise UI, And Mobile Interfaces. Expertise In PEGA Platform, Accessibility Audits, And Workflow Optimization, With A Strong Focus On Agile Collaboration And Stakeholder Engagement.

WORK EXPERIENCE

STATE FARM (CONTRACT), IL, USA

Sr. Product Designer | Aug 1st To Till Date (5 Months)

Spearheaded End-To-End Design For Digital Insurance Products, From User Research To Final UI/UX, Aligning Product Goals With User Needs Through Cross-Functional Collaboration And Leveraging Tools Like Axe For Design In Figma, While Ensuring Accessibility And Usability Standards.

Key Achievements

- Redesigned State Farm's Policy Management App, Improving Navigation And Reducing Customer Support Tickets.
- Conducted User Interviews, Developed Personas, And Prioritized Features To Address Key Pain Points.
- Enhanced User Satisfaction Through Intuitive Interfaces And Streamlined Experiences.

S&P GLOBAL, HYDERABAD, INDIA

Sr. UX Designer | Apr 2019 To June 2024 (5+ Years)

Collaborated With Cross-Functional Teams To Design User-Centered Solutions, Create Prototypes, Conduct Research, And Ensure Accessibility Compliance. Led Usability Testing, Developed Journey Maps, And Delivered Detailed Design Strategies Aligned With Business Goals And Stakeholder Expectations.

Key Achievements

- Developed High-Fidelity Interactive Prototypes For **S&P Ratings' Desktop And Mobile Platforms**, Enabling Stakeholders To Visualize New Features And Workflows. Presented These In A Design Showcase To Business, Product, And Engineering Teams, Facilitating A Deep Dive Into Feature Implementation And Gathering Actionable Feedback.
- Built And Implemented A Design System With **50+ Standardized Components**, Including Typography, Grid Systems, And Iconography, **Reducing Design Inconsistencies By 40%** And Cutting Development Time By 25% Across Platforms. This System Streamlined Design Collaboration For 6+ Product Teams.

- Designed User Flow Diagrams, User Journey Maps, And Persona Templates For The Ratings Product Strategies And Innovation Team, Enhancing Alignment Across Stakeholders And Ensuring A User-First Approach In Product Development.

- Conducted Detailed Manual Accessibility Audits For S&P Products Using Figma's Axe For Design Plugin, Providing Actionable Annotations To Improve Usability. Collaborated With The S&P Global Accessibility Testing Team Over Two Years To Address Accessibility Issues, Review Solutions, And Ensure Adherence To WCAG 2.0 Level AA Standards.

PROKARMA SOFT TECH (CONCENTRIX) HYDERABAD, INDIA

Sr. UX Designer | Apr 2018 To Apr 2019 (1 Year)

Key Achievements

AR Innovation: Developed Daltile's AR App, Empowering Users To Visualize Tile Designs And Make Confident Decisions.

Real-Time Efficiency: Created UPRR's Train Tracking App, Delivering Accurate Schedules And Enhancing User Trust And Planning.

Transformative Retail Experience: Designed T-Mobile's Kiosk Voice Bot, Cutting Wait Times And Boosting Customer Satisfaction With Intuitive Features Like Order Placement And Support.

TATA CONSULTANCY SERVICES PUNE & HYDERABAD, INDIA

UX Designer | Feb 2013 To Mar 2018 (5 Years)

At TCS, I Played A Pivotal Role As Part Of The Central User Experience Team, Delivering High-Impact, User-Centric Solutions To Global Clients. This Central Position Allowed Me To Work On Diverse Projects, Both Remotely And On-Site, Ensuring Tailored UX Designs That Addressed Unique Client Needs.

Key Achievements

Microsoft PPM: Designed A System To Prioritize Projects, Optimizing Resource Allocation For High-Impact Outcomes.

Microsoft Who's Who: Developed A Collaborative Directory For Japanese Users, Enhancing Networking And Communication.

Microsoft Find IT: Created A Device-Tracking Solution, Improving Asset Management And Efficiency.

Ericsson: Designed Intuitive Information Architecture For A Supply Chain Web Application, Enhancing Navigation And Usability.

ICICI : Developed A User-Friendly Mobile Banking App, Ensuring Seamless Navigation And Robust Functionality For Singaporean Users.

Yell Adworks Hyderabad, INDIA

Graphic Designer | Aug 2011 To Aug 2012 (1 Year)

I Created Speculative Designs For Yellow Pages And Developed **Magazines, Newsletters, Branding Materials, And Presentations**, Ensuring Brand Consistency And Clear Messaging.

TOOLS & TECHNOLOGIES

Design Tools: Figma, Mural, Sketch, Miro, Adobe XD, Adobe Photoshop, Adobe Illustrator, After Effects, MS Office.

Process Tools: Microsoft Azure DevOps, JIRA, SAFe Agile, Lean-Agile.

Accessibility Tools: ZoomText, NVDA, WAVE Browser Plugin, Axe For Designer Audit & Annotations (Figma)

EDUCATION

Bachelor Of Commerce In Accounts From Osmania University In 2011.

2 Years Diploma In Multimedia: Specialized In Digital Portfolio Development, Web Design, Graphic Design, Branding, Animation, Compositing,

PROFESSIONAL CERTIFICATIONS

Certified Usability Analyst From Human Factor International (HFI) (Yet To Write Exam)

- User-Centered Analysis And Conceptual Design
- The Science And Art Of Effective Web And Application Design
- Practical Usability Testing

Google UX Design Professional Certificate

Certified Scrum & SAFe Agile Practitioner