

Senior Product Designer

SUMMARY

I am an experienced product designer with a thorough understanding of both product management & engineering sides who is passionate about designing products that represent the voice of the users

UX/PRODUCT DESIGN EXPERIENCE

Senior Product Designer, Salesforce; Chicago, IL – July 2021–Present

- Currently working on the team designing the next big analytics experience in Tableau at Salesforce
- Was the lead designer on the first integration project after Salesforce's acquisition of a data storytelling Natural Language Generation (NLG) startup
 - Shipped the team's first NLG feature in Tableau
- Led a business users design initiative for a data storytelling product, Lexio
 - Designed & shipped customization features & user feedback mechanisms for Lexio's intelligent data newsfeed
- Mentored junior designers and collaborated extensively with product managers, engineers, and various other stakeholders throughout the design process and ensured requirements were met

UX Researcher Intern, PeopleGrove; Chicago, IL – Feb 2021–June 2021

Conducted UX research for PeopleGrove Community– a customer education & peer-to-peer networking product at PeopleGrove. Designed interviews and surveys, recruited participants for studies, conducted usability studies, and heuristic evaluations to uncover user barriers to aid the design and strategic directions of the product.

Program Assistant (ASK), DePaul University; Chicago, IL – Sep 2018–Nov 2020

Quickly learned and owned responsibilities to become a subject matter expert of PeopleGrove technology, the platform which powers DePaul's ASK Network. Identified and reported 11 usability issues that led to the initiation of product updates. Identified the need for student-to-student mentoring and used Figma to design & propose a mobile-friendly solution with a new peer-to-peer mentoring feature. Designed marketing collateral and assisted the Associate Director in implementing various digital marketing strategies that contributed to a **30% increase in alumni sign-ups, over 70% consistent messages response rate, and a 110% increase of connections on the platform since September 2018.**

UX Designer & Researcher, Aditya Yellamraju Consulting; Bangalore, India – Oct 2015–Jul 2018

Founded an independent consulting practice and helped multiple startups realize true market potential. Analyzed UX problems and generated design solutions that met business requirements. Collaborated extensively with clients' internal teams & external stakeholders that included developers, product managers, designers, marketers, and founders.

- Client: The Flying Squirrel Coffee– online artisan coffee startup in India
 - Owned the end-to-end redesign of the brand's responsive e-commerce solution and the backend order management system (OMS). Conducted usability evaluation of existing storefront to identify navigation issues and proposed a new information architecture. Spearheaded a design sprint for the redesign and used Sketch to design user-flows and wireframes. Tested interactivity and iteratively redesigned wireframes into InVision prototypes to match user behavior. Worked closely with the engineering team to ship the commerce experience. The new store-front **increased online sales by 80% and generated 3X web traffic for the brand in less than 6 months of launch. Increased the success rate for a key feature from 25% to 60%. Redesigned OMS reduced the online order to shipping time by half.**

- Client: Birdwing– a travel & photography startup in India
 - Redesigned the UX of the e-commerce website for better SEO, which resulted in **increased online bookings**. Uncovered the voice of the customers by conducting market research and user research to inform the designs
 - Coauthored content for the website based on UX best practices
- Client: SpringRole– a blockchain-powered HR-tech startup in India
 - Conducted usability testing for the onboarding and profile creation user flows, identified and reported multiple usability issues that led to a redesign of the user flows
- Client: Saahas– a circular economy waste management non-profit in India
 - Redesigned the Information Architecture (IA) of the website which was informed by the results from content inventory, card sorts, and IA testing

APR 2010–SEP 2015 experience in multiple client-facing roles with increasing responsibilities at multiple creative and digital agencies. Day-to-day responsibilities included design projects management, cross-functional team collaboration, client relationship management, market & user research, and strategy.

- Uncovered a critical design bottleneck for an automobile client through research that led to 20% increase in website traffic. Delivered over 1000 test drives for various top automobile manufacturers' car launches. The focal point of contact for 3 client relationships. Gathered client requirements, identified growth opportunities, and managed design operations that led to successful delivery of digital artifacts.
- Drove market research efforts for over 7 clients by conducting surveys, user interviews, field studies, and observations.
- Was responsible for a team of junior designers and digital strategists.

EDUCATION

Master of Science, Human-Computer Interaction (HCI); NOVEMBER 2020, DePaul University, Chicago IL

Bachelor of Engineering, Information Science & Engineering; JUNE 2009, SIR. MVIT, Bangalore, India

Basics of web development- HTML, CSS, JavaScript; Coursera

SKILLS

Design–

UX/Product design, UI Design, Voice design, Information architecture, Task and process flows, System/User interaction mental models, User personas, Journey maps, Wireframes, Sketching & Prototyping

Formative Research–

Interview protocols and inquiry, Scenario studies, Survey design and implementation, Design workshops, Focus groups

Summative Research–

Testing methods: A/B, usability, Heuristic evaluation, Cognitive walkthrough, Information architecture testing, Usability guidelines

TOOLS

Figma, Sketch, InVision, Axure RP, Adobe XD, Adobe Photoshop, Framer, Principle, Webflow, AR– Torch, Optimal Workshop, Atlas.ti, Microsoft Office, Google Workspace, Miro, User Testing, Survey Monkey, User Zoom, Qualtrics

VOLUNTEERING

Designed the MVP of a community events management platform that supports organizers to create and promote actions for social causes and activism.