

Pruthvi Chodisetty

Product Designer

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Experience

Associate UX Designer, SAS

SAS Institute | May 2024 - Present

- Design and deliver user-centered experiences across **sas.com**, creating wireframes, user flows, and high-fidelity prototypes to communicate products
- Partner with product managers, developers, and stakeholders to translate business and user needs into scalable design solutions
- Contribute to and evolve **design systems** for Product and Solutions pages, ensuring consistency and accessibility (ADA)
- Utilize AI-assisted design tools including **Claude** and **Figma Make** (powered by Claude) to accelerate ideation, generate content variations, and support rapid prototyping workflows
- Leverage **Adobe Experience Manager (AEM)** to build and optimize dynamic, responsive components, improving content scalability
- Participate in design critiques and cross-team reviews, providing and incorporating feedback to strengthen overall design quality

UX Design Intern, Intouch Seven

Eversana Intouch | June 2023 - August 2023

- Empowered pharmacology clients through adept utilization of Figma and Sketch to deliver comprehensive sitemaps, wireframes, and prototypes using established design systems.
- Collaborated closely with senior designers to conduct user research, employing techniques such as eye-tracking and scroll heatmaps, and presented insightful findings to executives.
- Facilitated collaborative mini-design sprints with fellow designers to ideate and conceptualize innovative solutions for projects
- Conducted thorough UX research on web pages, recommending changes to enhance usability and accessibility, aligning with UX best practices.

UI/UX Designer

App Team Carolina | January 2023 - May 2024

- Worked with cross-functional teams on Centible, an iOS student financing app, ensuring alignment of design objectives and delivering a cohesive user experience.
- Collaborated with development and design teams to conduct user research to incorporate A/B testing and user feedback into the iterative design process.
- Released app, Centible, onto App Store December 2023
- 300+ users and data testers

Published Apps

Centible

Student Financing App | App Team Carolina

- iOS application, allowing students to track their spending habits and categorize their transactions
- Launched in December 2023 onto the App Store

Education

University of North Carolina at Chapel Hill

B.S. Information Science, HCI Focus | Graduated May 2024
Minor in Interactive Media

Skills

Design

User Experience · Interaction Design · User Interfaces · Physical and Digital Prototyping · Visual Design · Wireframing · Low-High Fidelity Mockups

Research

User Interviews · User Testing · Information Architecture · Journey Mapping · Quantitative Analysis · A/B Testing · Competitor Analysis · Design Strategy

Software

Figma · Sketch · Invision · Illustrator · Photoshop · InDesign · Adobe XD · HTML · CSS · Adobe Experience Manager (AEM)

Visual Design

Branding · Typography · Iconography · Style Guides · Web Design, Stylesheets and Guidelines

Other Skills

Design Sprints · Rapid Iteration · Cross-functional Collaboration and Communication · Human-centered Approach

Certificates

Google UX Design Professional Specialization

Coursera | Issued January 2023

- Consisted of seven total courses on the following topics: Foundations of User Experience, Start the UX Design Process, Build Wireframes and Low-Fi Prototypes, Conduct UX Research, High Fidelity Prototypes in Figma, Build Dynamic User Interfaces, Prepare for UX Jobs
- 6-month rigorous program teaching the in-demand skills required in User Experience and User Research

Organizations

App Team Carolina

- iOS app development team based out of the University of North Carolina at Chapel Hill
- Multifaceted team dedicated to training students in the arts of iOS development and UI/UX design, fostering the creation of exciting apps for diverse audiences.