

Chanukya Sri Vinayak

Senior Product Designer - AI & UX

Phone : +91 9963439316
Location : Hyderabad, Telangana
Email : vinaybabu3@gmail.com
LinkedIn : [linkedin.com/in/srvinayak](https://www.linkedin.com/in/srvinayak)
Portfolio : <https://srvinayak.com>

Summary

With 14 years of product design experience, including 9 years as a design leader overseeing cross-functional teams, innovative solutions were delivered across various platforms. Expertise in user-centred and life-centred design, along with project management, emphasised AI and data-driven insights. Achieved a 29% increase in user retention and improved overall engagement levels within the product suite by up to 41%.

Work History

IBM - Senior UX Product Designer

February 2024 - Present

- Led end-to-end UX for IBM's Network Capacity Management platform, reducing manual effort by 80%, accelerating workflows by 70%, and improving decision-making by 60%, leveraged IBM Bob AI Agent for Figma design development and GitHub for cross-functional collaboration.
- Championed UX for IBM's BSS AI Agent, improving user engagement by 80% and decreasing onboarding time by 78% through iterative design enhancements.
- Directed UX for IBM Symphony, boosting efficiency by 80% and user satisfaction by 90%
- Conducted semi-structured remote user interviews with 21 participants for Location Management, improving feature prioritization by 80%.

Verizon - UX Lead Designer

October 2014 - February 2024

- Introduced Verizon AI chatbots and virtual assistants, reducing response times by 68%.
- Identified HR product gaps, cutting admin hours by 32% and saving \$0.5M.
- Built Radr project dashboards analyzing user behavior, uncovering 15 key insights.
- Directed UX Research for Sourcing Portal, conducting 15+ user interviews to refine designs.
- Achieved a 93% engagement boost on Volunteer Portal through a scalable design system.

Corpus Media Labs - UX Design Head
July 2009 - September 2014

- Directed UX for corporate platforms, increasing site traffic by 63% and retention by 72%.
 - Designed a responsive customization experience, achieving 93% NPS through iterative testing.
 - Guided a creative team driving innovation in multimedia home platform product experiences.
 - Delivered design enhancements, boosting productivity by 33% and generating \$128K in revenue.
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Patents

- US Patent 11545023: Rad'r IoT Product, Verizon, January 2023
 - PCT No. IB2024/055273 & India Granted Patent No.555950: Vaayurath, February 2024
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Education

- Certified Corporate Director - IOD/CCD/2025/7577 - Institute of Directors, April 2025
 - UX Roadmaps - Nielsen Norman Group, September 2024
 - UX Management Strategy & Tactics - Interaction Design Foundation, September 2019
 - Human-Computer Interaction - IIT Mumbai, February 2017
 - Usability Analyst - Human Factors International, August 2014
 - Master of Computer Applications • IGNOU, December 2006
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Achievements

- Amazing Work Appreciation Award, IBM, April 2024
- 23 Spotlight Awards for Innovation & Accountability at Verizon, February 2024
- Smart Building Innovation Award, Vertendix, London, October 2020
- Gold Medallist, Dell Designathon, February 2017
- National Jury Award, Best Innovative SME, August 2024
- Speaker Award, UX India, September 2024