

# Chanukya Sri Vinayak

UX Design & Product Leadership

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**Portfolio** : [www.srvinayak.com/case-studies.pdf](http://www.srvinayak.com/case-studies.pdf)

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## Summary

Cross-functional UX Design Head with 18 years of product design experience and 9 years leading global, cross-functional teams. Skilled in developing AI-driven, user-centered, and brand-aligned design solutions that enhance usability, storytelling, and business growth. Led global marketing campaigns across EMEA, APAC, and North America, improving brand recall by 20% and aligning creative output with corporate objectives.

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## Skills

UX Strategy | User Research | Prototyping | Usability Testing | Critical Design Thinking  
Team Leadership | Branding | Storytelling | Agile Design | Microsoft Office Suite | Figma  
Sketch | Adobe XD | Adobe Creative Suite

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## Work History

**IBM - Senior UX Designer**

**February 2024 - Present**

- Directed UX for IBM Symphony, boosting efficiency 80% and user satisfaction by 90%.
- Developed SAP RISE strategic recommendations, reduced setup time by 85% and improved workflow efficiency by 90%.
- Conducted semi-structured remote user interviews with 21 participants for Location Management, improving feature prioritization by 80%.
- Mentoring juniors and advancing AI-driven design innovations.

**Verizon - UX Lead Designer**

**October 2014 - February 2024**

- Introduced AI chatbots and virtual assistants, reducing response times 68%.
- Identified HR product gaps, cutting admin hours 32% and saving \$0.5M.
- Supervised UX research & redesigns, improving engagement up to 93% across key portals.
- Increased newsletter sign-ups by 2,500 through A/B testing & improving engagement 43%.
- Built Radr project dashboards analyzing user behaviors, uncovering 15 key insights.
- Directed UX Research for Sourcing Portal, conducting 50+ user interviews to refine designs.
- Achieved 93% engagement boost on Volunteer Portal via modern scalable design system.

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

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

**Aasthi Multitech - UX Lead Designer**  
**December 2005 - July 2009**

- Designed and launched a real estate portal, projecting \$1M revenue in two years.
- Increased user satisfaction by 84% by tailoring the experience to global users.
- Developed a scalable design system, improving design delivery speed by 88%.

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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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## 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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## Achievements

- Amazing Work Appreciation Award, IBM, April 2024
- 23 Spotlight Awards for Innovation & Accountability at Verizon, February 2024
- Luminary Award, Verizon, July 2023
- Smart Building Innovation Award, Vertendix, London, October 2020
- Gold Medallist, Dell Designathon, February 2017
- Innovation in Wind Power, Rail Analysis, January 2025
- National Jury Award, Best Innovative SME, August 2024
- Speaker Award, UX India, September 2024
- Urban Infra Young Inventor of the Year, June 2025
- Speaker, 13th International Railway Summit, Vienna, June 2025
- Excellence in Sustainable Mobility, CargoNXT, September 2025