

Sri Vinayak, Katta Chanukya

Product User Experience Designer

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Portfolio <https://srvinayak.com/SriVinayak-CaseStudies-1.pdf>

Experience

18 years in product design, 9 years leading cross-functional teams, delivering AI-driven, user-centred solutions across platforms.

IBM

Senior User Experience Designer • Hyderabad, India • Feb 2024 - Present

- Directed Discovery Phase for Location Management in Stratos and Satellite, conducting 15+ user interviews, resulting in 20% improvement in feature prioritization.
- Designed and Optimized Resource List Location Filter, enhancing the search efficiency by 30% and improving user engagement by 15%.
- Conducted Competitive Analysis on Location Management, evaluating 10+ competitors, identifying key feature gaps that led to the implementation of 3 new core features, improving user satisfaction by 25% and increasing feature adoption by 18%.

Verizon

Senior User Experience Designer • Hyderabad, India • Oct 2014 - Feb 2024

- Introduced AI based chatbots and virtual assistants, streamlining user interactions and reducing response times by 68%.
- Design enhancements, yielding a 33% increase in sales executive productivity and generating an incremental revenue of \$128,000.
- Transformed the learning portal with a cloud-based solution for efficient business sales and approvals. Mapped user processes, cutting cycle time from 3 weeks to 2 days.
- Drove a 66% page view increase and 90% longer sessions with a website launch, enhancing brand awareness. Implemented an escalation process for project efficiency.

- Boosted monthly newsletter sign-ups by 2,500 through effective A/B testing and co-marketing collaboration, achieving a 43% quarterly improvement.
- Identified operational gaps in HR products via FTE analysis. Operational group, reducing admin hours by 32% for a \$0.5MM cost savings.
- Crafted GRE dashboards on Tableau, analysing historical data, user portraits, behaviours, and operational performance. Reported 15 unique crucial insights for strategic optimization.
- Initiated weekly design process and learning sessions, aligning with collaborative building activities. Improved 100% positive feedback from cross-functional groups.
- Directed a comprehensive UX research project for the sourcing portal, conducting two rounds of surveys and interviews with 50+ users. Brought significant insights to refine UX designs.
- Achieved an 93% user engagement boost for the Volunteer Portal via a modern brand upgrade and scalable design system in alignment with the new brand guide.

Corpus Media Labs

User Experience Design Head • Hyderabad, India • Jul 2009 - Sep 2014

- Secured a 63% rise in company website visits through an artfully mobile-friendly redesign and modern aesthetic, executed via two strategic rounds of wireframing and prototyping.
- Revamped 72% increase in website retention by implementing a robust design hierarchy, streamlining the user flow for product customization.
- Innovated a responsive journal customization flow using Adobe XD, achieving an exceptional 93% Net Promoter Score (NPS) through three rounds of testing, wireframing, and prototyping.

Aasthi Multitech

User Experience Lead Designer • Hyderabad, India • Dec 2005 - Jul 2009

- UI/UX designs for a habit-forming Windows & iOS App, contributing to a \$1M estimated return in 2 years within three efficient cycles of wireframing, prototyping, and user testing.
- Elevated user satisfaction by 84% by introducing a habit-forming feature tailored to the needs of international consumers adjusting to a new environment.
- Maximised design speed by 88% through the establishment of an expandable design system in Corel Draw. Collaborated seamlessly with the product owner and software engineers.

Skills

Figma	Sketch	Adobe Photoshop	Adobe illustrator
User Research	User Journey	Information Architecture	Wireframes
Clickable Prototypes	Visual Designs	Usability Testing	

Patents

- **US 11545023**, Rad'r IoT Product • Verizon • Mar 2023
- **Vaayurath**, # Intellectual Property (India) #202441009334 • Feb 2024

Awards

- **National level, most innovative SME Jury award** • SME Empowering India Awards • Sep 2024
- **Amazing work appreciation award** • IBM • Apr 2024
- **23 Spotlight awards** for Outstanding, Accountability & Innovation • Verizon • Oct 2023
- **Luminary Award**, Enterprise Intranet Product design • Verizon • Jul 2023
- **Smart building innovation award** • Verdantix • Oct 2020
- **Gold Medal**, National level design competition • Dell Designathon • Sep 2017

Education

- **Product Design in Artificial Intelligence** • Udemy • Dec 2023
- **Conversational AI Designs Expert** • Cognigy Academy • Dec 2023
- **Generative AI** • Google Cloud • Aug 2023
- **Metaverse** • Coursera • Mar 2023
- **UX Roadmaps** • Nielsen Norman Group • Sep 2022
- **UX Management Strategy & Tactics** • Interaction Design Foundation • Sep 2019
- **Human Computer Interaction** • IIT Design School, Mumbai • Feb 2017
- **Usability Analyst** • Human Factors International • Aug 2014
- **Master of Computer Applications** • IGNOU, New Delhi