Sri Vinayak

Product User Experience Designer • **Conversational AI Designer** • **Hyderabad**

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Professional Experience

12 years of design expertise across Web, Tablet, Mobile, and Television platforms, specialise in creating data and cloud-based AI/ML integrated service products. Utilising design thinking and usability heuristics, experience extends to HR, GRE, ERP, and Supply Chain verticals.

Roles and Responsibilities : Carry diverse responsibilities, balancing roles as a team lead, individual contributor and team member.

User Research : Conducted 25+ user interviews, surveys, and usability tests, identifying key pain points and achieving a 40% increase in user satisfaction within 3 months.

Artificial intelligence : Analysed user behaviour, used AI analytics to enhance products, achieving a 20% conversion rate increase and $500k extra revenue in 6 months.

Cross functional collaboration : Designing an AI-powered engine, delivering a 40% boost in average customer order value within 3 months.

Verizon

Senior User Experience Designer • Hyderabad, India • Oct 2014 - Present

- Introduced and designed AI based chatbots and virtual assistants, streamlining user interactions and reducing response times by 40%.

- Design enhancements, yielding a 33% increase in sales executive productivity and generating an incremental revenue of $120,000.

- 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.

- Boosted monthly newsletter sign-ups by 2,500 through effective A/B testing and co-marketing collaboration, achieving a 43% quarterly improvement.

- Drove a 15% page view increase and 23% longer sessions with a website launch, enhancing brand awareness. Implemented an escalation process for project efficiency.

- Identified operational gaps in HR products via FTE analysis. Operational group, reducing admin hours by 10% for a $0.5MM cost savings.

- Crafted GRE dashboards on Tableau, analysing historical order 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 88% 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 23% rise in company website visits through an artfully mobile-friendly redesign and modern aesthetic, executed via two strategic rounds of wireframing and prototyping.

- Revamped 22% increase in website retention by implementing a robust design hierarchy, streamlining the user flow for product customization.

- Designed a responsive journal customization flow using Adobe XD, achieving an exceptional 92% 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 26% by introducing a habit-forming feature tailored to the needs of international consumers adjusting to a new environment.

- Maximised design speed by 16% through the establishment of an expandable design system in Corel Draw. Collaborated seamlessly with the product owner and software engineers.

Design Tools & Skills

Figma   Sketch   Adobe Photoshop   Adobe illustrator

Invision   CorelDraw   HTML & CSS   Keynote

User Research   User Journey   Information Architecture   Wireframes

Prototypes   Visual Designs   Usability Testing   VR, AR, and MR

Patent

- **U.S 11545023**, Rad'r IoT Product • Verizon • Mar 2023

Awards & Honors

- **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