

SRIMATHI SHIVAPRASAD

UI / UX Product Designer

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Objective

A thoughtful, user-focused designer with 6 years of experience specializing in B2B platforms & mobile interfaces. Detail oriented in identifying problems and researching user aspirations to develop design solutions that make a significant positive difference in user experience.

Experience

Product Designer, Backstop Solutions Group

Bay Area, California (Jan 2021 - Present)

- Conducting end to end UX process including user research, customer journey mapping, user flows, wireframing & Hi-fi prototyping, usability testing, post dev validation and maintenance of experiences within the Alternate investment industry SaaS B2B application.
- Involved in development and maintenance of the company design system to provide examples of core platform components and best practices
- Advocating for the user with business goals in mind. Creating UX Awareness within the company by conducting regular Lunch & Learns and presenting at company wide meetings.

UX Designer, Blume Global

Bay Area, California (Dec 2019 - Jan 2021)

- Responsible for designing mobile experiences and desktop application of SaaS based logistics platform.
- Independently handled critical projects that were released and successful.
- Introduced dark mode theme to the application
- Collaborated with various teams, PM's to define features and Developers to ensure feasibility and ship products in timely manner.

UX Designer Intern , Deserve Inc

Bay Area, California (Jun 2019 - Sep 2019)

- Created scalable designs for the internal credit applications tool, through sketching, wire-framing, prototyping & testing and iterating in agile environment
- Performed user interviews, surveys and contextual inquiries to understand usability issues, process gaps and user pain points. Identified Critical User Journeys and analyzed quantitative and qualitative research data.

UX Research Teaching Assistant , University of California, Berkeley Extn

San Francisco, California (Mar 2019 - Aug 2019)

- Guided students towards critical research thinking.
- Addressed student queries, took classes & graded their assignments.

UX Designer , Freelance

Bay, California (Mar 2017 - Aug 2019)

- Performed UX Audits, market research, redesign of Information architecture and designs for websites and applications of clients

Education

Professional Program in UX Design

University of California, Berkeley

Extn 2018 -2019

Chartered Accountancy

Institute of Chartered Accountants of

India 2005 - 2010

Bachelors of Commerce

Indira Gandhi National Open University

2008 - 2011

Skills

DESIGN

Problem Definition

User Flows Storyboarding Concept

Sketches Wireframes and Mock-ups

Style Guides and Pattern Library

Prototyping with design tools and

HTML,CSS

USER RESEARCH

User Interviews

Usability Testing

A/B Testing

Deploying and Conducting Surveys

Analysis of Data Analytics

Ethnography, Cognitive Walkthrough

Contextual Inquiry

Tools

Figma



Sketch



Invision



Adobe XD



Illustrator



Photoshop



After Effects



Zeplin



Abstract



Principle



Tableau

