

Sravan Kumar Krovvidi
UX Designer

SUMMARY

Innovative Senior UX Designer with nearly 10 years of experience designing and delivering user-centered, business-driven digital products across SaaS, fintech, healthcare, and HR applications. Demonstrated expertise in design systems, user research, and information architecture, complemented by proven leadership in cross-functional teams and project management. Adept at translating complex workflows into engaging user experiences while aligning with organizational goals and end-user needs. Hands-on experience in front-end development and design strategy, skilled in balancing creativity and technical feasibility to create impactful digital experiences.

CORE COMPETENCIES

- **Design Leadership:** Spearheaded design efforts for products across SaaS, fintech, and communication tools, including leading the UX redesign of Troop Messenger, resulting in a 21% increase in user engagement and enhanced market competitiveness.
- **Product Redesign:** Directed the end-to-end redesign of the Konnect Co HR management tool, streamlining workflows, increasing user adoption by 18%, and delivering intuitive solutions for HR operations at Freyr Global Solutions.
- **Research & Strategy:** Conducted user research for VentureShares.io, collaborating with stakeholders to develop a scalable design system and optimize MVP features based on user feedback.
- **Design Systems:** Built comprehensive design systems at VentureShares and ACCELQ, ensuring consistent UI/UX across web and mobile platforms, reducing design duplication, and improving collaboration efficiency.
- **Prototyping & Development:** Created interactive wireframes, prototypes, and mockups for complex applications, such as the Blackboard Redesign at UMBC and mobile testing features at ACCELQ, ensuring a seamless transition from design to development.
- **Front-End Development:** Delivered responsive, accessible front-end solutions for projects like Troop Messenger and multiple client websites at Tvisha Technologies, utilizing HTML, CSS, SASS, and JavaScript to bridge design and development.

- **Agile Methodologies:** Played a key role in Agile/Scrum environments at Freyr, ACCELQ, and Tvisha Technologies, driving design sprints, enhancing team collaboration, and improving delivery timelines.
 - **Accessibility Expertise:** Ensured compliance with WCAG 2.1 and ADA standards across projects such as the Blackboard Redesign, enhancing usability for diverse user groups.
 - **Usability Testing & Feedback:** Conducted usability tests and iterated on designs for projects like Troop Messenger and MAYNU Restaurant Management System, improving user satisfaction and meeting business goals.
 - **Data-Driven Design:** Utilized analytics and user behavior insights to inform decisions and iterate designs for SaaS platforms and digital products, ensuring alignment with business objectives.
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TECHNICAL SKILLS

- **Expertise:** User-Centered Design, Process Optimization, Workshop Facilitation, Design Thinking, Accessibility Standards (WCAG 2.1), Usability Testing.
 - **Strategy:** Roadmap Definition, Prioritization, Trade-Off Analysis, Product Audits, Competitive Analysis, User Research Methods, Data-Driven Decision Making.
 - **Design:** Prototyping (Low/High-Fidelity), Wireframing, User Flows, Interaction Design, Information Architecture, Responsive Design, Mobile-First Design, User Interface Design.
 - **Tools:** Figma, Sketch, Miro, Mural, InVision, Axure RP, Balsamiq, Framer, Adobe Creative Suite (Photoshop, Illustrator, After Effects), Hotjar, UserTesting, ChatGPT, SurveyMonkey.
 - **Front-End:** HTML, CSS, JavaScript, SASS/SCSS, Bootstrap, TailwindCSS, WordPress, Webflow.
 - **Soft Skills:** Strategic Communication, Stakeholder Collaboration, Agile/Scrum Methodologies, Team Leadership, Problem Solving, Time Management.
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PROFESSIONAL EXPERIENCE

VentureShares

UX Designer | New York, NY | July 2024 – Present

Project Summary: As a UX Designer, I led the design and development of their flagship platform, facilitating seamless interactions between investors and exclusive investment opportunities.

This role involved creating an intuitive user experience that aligns with the sophisticated needs of high-net-worth clients and institutional investors.

Key Responsibilities:

- Conducted comprehensive user research to understand the needs and behaviors of accredited investors, informing design decisions that enhance user engagement and satisfaction.
- Established a scalable design system to ensure consistency across the platform, facilitating efficient design processes and cohesive visual language.
- Developed detailed wireframes and interactive prototypes to visualize and test design concepts, enabling iterative improvements based on user feedback.
- Crafted intuitive and aesthetically pleasing user interfaces that align with VentureShares' brand identity, enhancing the overall user experience.
- Worked closely with the development team to ensure the feasibility and accurate implementation of designs, bridging the gap between design and technology.
- Engaged with key stakeholders to align design strategies with business objectives, ensuring that user needs and company goals are met effectively.
- Conducted usability testing sessions to identify areas for improvement, refining designs to optimize user experience and functionality.
- Ensured that the platform adheres to accessibility standards, making it usable for a diverse range of users, including those with disabilities.
- Guided junior designers in best practices and design principles, fostering a collaborative and growth-oriented team environment.
- Stayed abreast of industry trends and incorporated relevant advancements into the design process, ensuring the platform remains competitive and innovative.

Environment: The project was executed in an Agile environment, utilizing tools such as Figma for design, Miro for collaborative brainstorming, and Jira for project management. Regular sprints and cross-functional team meetings facilitated continuous feedback and iterative development, ensuring alignment with user needs and business goals.

UMMS (UVS Infotech)

UX Designer | Laurel, MD | Jun 2024 – Jul 2024

Project Summary: As a UX Design Consultant, I contributed to the redesign of a healthcare Customer Relationship Management (CRM) portal, improving user workflows and interface

usability for medical professionals. My work involved close collaboration with stakeholders to deliver a user-centric solution that addressed operational challenges in the healthcare domain.

Key Responsibilities:

- Conducted user interviews with healthcare professionals to identify pain points, prioritizing features that reduced workflow inefficiencies by 30%.
- Designed wireframes, prototypes, and high-fidelity mockups for the CRM portal, ensuring intuitive navigation and streamlined user interactions.
- Enhanced the visual design of the portal, aligning it with the client's branding guidelines to create a cohesive and professional interface.
- Conducted usability testing sessions to gather feedback from end-users, iterating on designs to address usability issues and improve the overall experience by 15%.
- Collaborated with developers to ensure accurate implementation of design elements, bridging the gap between user needs and technical requirements.
- Authored detailed design documentation, including annotated wireframes and user journey maps, to guide the development process and ensure consistency.
- Advocated for accessibility best practices, incorporating WCAG 2.1 standards to make the CRM portal inclusive for users with diverse needs.
- Worked closely with stakeholders to align design strategies with business objectives, ensuring that the final product met client and user expectations.
- Provided recommendations for future feature enhancements based on user research and analytics, supporting the client's long-term digital transformation goals.

Environment: The project was executed in a fast-paced environment using tools like Figma for design, Miro for collaboration, and Jira for task management. The Agile approach included regular client check-ins, sprint reviews, and iterative design improvements to meet tight deadlines and deliver a high-quality user experience.

UMBC

UX Designer | Baltimore, MD | Aug 2022 – Jun 2024

Project Summary: At UMBC, I led and contributed to multiple projects aimed at enhancing the digital experience for students and faculty. My work included a comprehensive redesign of the Blackboard Learning Management System (LMS) and conducting a research project examining the impact of remote learning on student academic performance and mental well-being during the COVID-19 pandemic. These efforts focused on delivering intuitive, accessible, and user-

centered solutions aligned with UMBC's commitment to educational excellence.

Key Responsibilities:

- Conducted user research through interviews, surveys, and focus groups to gather insights on the usability and challenges of Blackboard, shaping data-driven design decisions.
- Redesigned the Blackboard LMS interface to improve accessibility, streamline navigation, and enhance usability for students and faculty.
- Created interactive prototypes and detailed wireframes to visualize and test design solutions, ensuring alignment with user expectations and institutional goals.
- Facilitated stakeholder workshops to gather requirements, align project objectives, and present design concepts for approval.
- Conducted usability testing sessions to validate the effectiveness of design updates, implementing changes based on qualitative and quantitative feedback.
- Authored a research paper exploring the impact of remote learning on students' academic performance and mental well-being, presenting findings to university leadership.
- Developed personas, user flows, and journey maps to provide a holistic view of user needs and inform strategic design decisions.
- Ensured compliance with accessibility standards, including WCAG 2.1, to accommodate diverse student needs and promote inclusive learning environments.
- Partnered with cross-functional teams, including IT and academic staff, to integrate design updates seamlessly into the university's digital ecosystem.
- Mentored graduate assistants on user-centered design principles, fostering a collaborative and growth-focused team environment.

Environment: The projects were executed in a dynamic academic environment using tools like Figma for design, Miro for collaborative ideation, and NVivo for qualitative data analysis. The Agile approach to development included regular sprints and stakeholder feedback sessions, ensuring iterative improvements and alignment with user-centric goals.

ACCELQ

Senior UX Designer | Dallas, TX | Jul 2020 – Dec 2021

Project Summary: As a Senior UX Designer, I led the user experience and interface design for

ACCELQ's AI-powered test automation platform. This role encompassed end-to-end design, including the creation of innovative features, such as the Mobile View Recorder, which expanded the platform's capabilities and enhanced its market appeal.

Key Responsibilities:

- Redesigned critical modules, resulting in a 4% increase in user engagement and improved user onboarding experiences across the platform.
- Developed the Mobile View Recorder feature, enabling mobile testing functionality and increasing mobile test execution by 25%.
- Conducted user research and interviews with QA professionals to identify usability challenges, streamlining workflows and reducing task completion time by 18%.
- Designed detailed wireframes, interactive prototypes, and high-fidelity mockups to communicate design concepts and gather feedback effectively.
- Built a scalable design system to ensure visual consistency and improve collaboration between design and development teams.
- Collaborated closely with product managers and developers to align design strategies with business objectives and ensure seamless implementation.
- Conducted usability testing sessions and incorporated feedback to refine designs, improving user satisfaction and reducing support ticket volumes.
- Advocated for WCAG 2.1 accessibility standards, ensuring the platform met the needs of a diverse user base, including users with disabilities.
- Provided design mentorship to junior team members, fostering a collaborative and growth-focused design environment.
- Monitored industry trends and applied best practices in design to keep the platform competitive and innovative in the market.

Environment: The project operated in an Agile environment, leveraging tools like Figma for design, Jira for task management, and Hotjar for user behavior analytics. Regular sprint reviews and cross-functional collaboration with developers, product managers, and QA teams ensured timely delivery and alignment with user needs and business goals.

Freyr

UX Lead | Princeton, NJ | Apr 2020 – Jul 2020

Project Summary: As the UX Team Lead, I oversaw the design and user experience development

for Konnect Co, an in-house HR management tool aimed at streamlining HR operations. This role included leading a team of six designers and collaborating with cross-functional teams to create an intuitive and efficient platform for HR professionals.

Key Responsibilities:

- Spearheaded the design and development of Konnect Co, improving user workflows and increasing user adoption by 18%.
- Conducted stakeholder workshops to align design strategies with HR operational goals and streamline feature prioritization.
- Developed wireframes, prototypes, and final high-fidelity designs to address user pain points and improve efficiency.
- Created a cohesive design system to ensure consistency across the platform, enabling faster iterations and development cycles.
- Led usability testing sessions, gathering actionable feedback to refine and enhance the user experience.
- Collaborated with product managers and developers to ensure the successful implementation of user-centered design solutions.
- Introduced WCAG 2.1-compliant accessibility features to expand the platform's usability for a diverse user base.
- Mentored team members on UX best practices and design principles, fostering a culture of collaboration and innovation.
- Reduced the average time required for HR onboarding processes by 22% through intuitive interface design and streamlined workflows.
- Presented progress and final deliverables to stakeholders, ensuring alignment with business objectives and user needs.

Environment: The project was executed in an Agile environment, utilizing Figma for design, Jira for project management, and Hotjar for user analytics. Cross-functional collaboration with product managers, developers, and HR stakeholders ensured alignment with organizational goals, delivering a user-centric solution within tight timelines.

Tvisha Technologies

Senior UX Designer | Iselin, NJ | May 2016 – Apr 2020

Project Summary: At Tvisha Technologies, I led UX design initiatives for both in-house projects

like Troop Messenger and client-facing applications. The role involved designing scalable, user-friendly interfaces for enterprise communication and other domains while delivering tailored solutions for over 40 clients globally.

Key Responsibilities:

- Directed the end-to-end UX redesign of Troop Messenger, improving user engagement by 21% and contributing to a 3% revenue increase.
- Designed seamless, responsive interfaces for Troop Messenger across web, mobile, and desktop applications, enhancing usability for enterprise users.
- Delivered customized design solutions for over 40 client projects, including mobile and web applications, ensuring adherence to brand and user requirements.
- Collaborated with cross-functional teams to develop prototypes, wireframes, and interactive mockups for both in-house and client projects.
- Conducted stakeholder interviews and user research to inform design strategies and align with client goals and user needs.
- Built reusable design components and maintained a scalable design library, reducing the design lifecycle by 20% across projects.
- Introduced accessibility-compliant features to enterprise solutions, expanding usability to diverse user groups.
- Mentored and trained junior designers, enhancing team efficiency and fostering a collaborative work environment.
- Implemented data-driven design improvements, increasing productivity for client communication platforms by 15%.
- Collaborated with developers to ensure pixel-perfect implementation of designs, bridging the gap between UX design and technical delivery.

Environment: The projects were managed in an Agile framework, utilizing tools such as Adobe XD, Sketch, and Figma for design. Miro and Jira facilitated cross-functional collaboration and project management, ensuring seamless delivery of both in-house and client-facing applications. Regular sprints and usability testing cycles enabled iterative improvements and alignment with evolving user and business needs.

Campusify

UX Designer & Front-End Developer | May 2014 – Apr 2016

Project Summary: Developed a platform focused on transforming technology education with an

emphasis on UI/UX design and front-end development. Under Campusify, I also spearheaded the development of MAYNU, a restaurant management system that streamlined operations for local businesses.

Key Responsibilities:

- Designed and developed the Campusify platform, training over 500 students in front-end and UI/UX design, equipping them with industry-relevant skills.
- Directed the UX strategy and interface design for MAYNU, onboarding 30 restaurants, which led to a 20% increase in their operational efficiency.
- Conducted workshops and interactive sessions to educate students about cutting-edge design tools and methodologies, fostering a new generation of design talent.
- Built scalable design systems for Campusify's learning modules, ensuring consistency and ease of use across the platform.
- Partnered with businesses to understand operational pain points, tailoring MAYNU's features to meet specific needs and improve user satisfaction.
- Led end-to-end design processes, from user research and wireframing to high-fidelity prototyping and usability testing, for both Campusify and MAYNU.
- Created branding and marketing assets to establish Campusify as a recognizable name in technology education, attracting partnerships with local academic institutions.
- Collaborated with a cross-functional team of developers, marketers, and business strategists to launch and scale products successfully.
- Continuously monitored platform performance and implemented iterative design improvements, leading to a 25% increase in user engagement on Campusify.

Environment: The platform development and associated projects utilized tools like Adobe XD, Sketch, and Figma for design, with additional focus on front-end technologies such as HTML, CSS, and JavaScript for implementation. Agile practices, including weekly sprints and user feedback loops, enabled iterative design and ensured alignment with educational and business objectives.

EDUCATION

- **Master of Science in Human-Centered Computing** | UMBC, MD, USA, 2023
- **Bachelor of Technology in Computer Science** | JNTU, Hyderabad, India, May 2014

PORTFOLIO

www.sravan.design