

# Sravan Kumar Krovvidi

Maryland, US

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## EDUCATION

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**University of Maryland Baltimore County**  
*Masters of Science in Human Centered Computing*  
● **Grade:** 3.7

**Maryland, US**  
*Jan. 2022- 2023*

**Jawaharlal Nehru Technological University**  
*Bachelors of Engineering in Computer Science*

**Telangana, India**  
*Apr. 2011-2014*

## WORK AND LEADERSHIP EXPERIENCE

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**ACCELQ**  
*UX Designer*

**Telangana, India**  
*Jul 2020 – Dec 2021*

- Led a transformative initiative in the software testing industry by enhancing the ACCELQ platform's user experience, setting a new standard in automation testing efficiency.
- Achieved a 4% increase in user engagement across re-designed modules, demonstrating a significant improvement in user experience and platform usability.
- Enhanced test automation efficiency, reducing the time required for test setup and initiation by streamlining processes, resulting in increased productivity and user satisfaction.
- Introduced the Mobile View Recorder feature, leading to a substantial increase in mobile app tests conducted, expanding ACCELQ's utility and market reach.

**FREYR GLOBAL SOLUTIONS**  
*UX Lead*

**Telangana, India**  
*Apr 2020 - Jul 2020*

- Guided the UX design strategy for KonnectCo, ensuring seamless user interactions and improved productivity, leading to a 25% increase in overall productivity.
- Developed comprehensive user journey maps and interactive prototypes, facilitating a user-centric design approach that accelerated the user onboarding process by 30%.
- Provided mentorship and fostered a collaborative environment within the design team, significantly enhancing the efficiency and quality of design solutions delivered.

**TVISHA TECHNOLOGIES**  
*UX Designer*

**Telangana, India**  
*May 2016 – Apr 2020*

- Drove a 21% increase in user engagement by leveraging user feedback and data analytics to redesign Troop Messenger's interface, optimizing UX and significantly boosting daily active users.
- Increased average session times by 15% and contributed to a 3% surge in product revenue through strategic UX improvements and interface redesign.

**CAMPUSIFY**  
*UX Designer*

**Telangana, India**  
*May 2014 – Apr 2016*

- Trained over 500 students across 12 undergraduate colleges, significantly enhancing their practical skills and industry readiness. This initiative contributed to a higher employment rate among participants, demonstrating our commitment to empowering the next generation of professionals with the skills they need to succeed.

- Launched Maynu under the Campusify umbrella, leveraging our entrepreneurial experience to penetrate the hospitality market. Maynu was conceived to support local dining culture while offering a platform for restaurants to expand their reach.
- Successfully onboarded 30 restaurants in the city on the Maynu platform, driving local dining culture and enhancing the platform's culinary diversity. Our efforts facilitated customer access to a wider range of dining options, simultaneously providing restaurants with a new channel for customer engagement and revenue growth.

## **SKILLS & INTERESTS**

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### **TOOLS**

Figma, Adobe XD, Sketch, Photoshop, Axure RP, Justinmind, Hotjar, UserTesting, Survey Monkey, Framer, Illustrator, InDesign, After Effects, Invision, Balsamiq, Miro

### **PROGRAMMING**

HTML / CSS, JavaScript, jQuery, Bootstrap, Sass / Scss

### **DESIGN**

User Research, Design Strategy, User Interface, Web Design, Service Design, Storytelling, Design System, Prototyping, Wireframing, Whiteboarding

### **OTHERS**

Storyboarding, Business Strategy, Teamwork, Talent Acquisition, Agile/Scrum