**SRINIVAS MAJJI**

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portfolio: www.sreenivasmajji.com

“Process-driven product designer who enjoys solving real-world problems. Highly skilled and accomplished Product Designer with 12 years of experience seeking the position of Staff Product Designer at Adobe. Committed to delivering innovative and user-centric designs to drive product success and enhance the overall user experience.”

**PROFESSIONAL SUMMARY**

* Certified User Experience Designer.
* Passionate about Problem Solving and innovation, experimented and experienced in Creating Brand Identity, User Experience Design, Interaction design, Service Design blueprinting.
* Expertise in Research methods and understanding of every part of the development cycle.
* Expertise in Applying User Experience and creating User Interface for Enterprise Applications, Native Mobile Apps, Tablets and Kiosks & IPTV products.
* Skilled to produce prototypes in order to interpret the flow for the usability test.
* Adept at all phases of project lifecycle, including requirements gathering and user analysis to information architecture (IA), Interaction design, Prototyping, user testing and implementation.
* Successfully apply UX results in fast-paced agile development environments.
* Strong design and production skills with emphasis on interactive elements.
* Strong understanding and ability to implement a breadth of front-end technologies such as HTML, CSS and also familiar with JavaScript, Angular, JQuery libraries to enhance the user interactions.
* Exceptional communication, interpersonal, and time-management skills.

**EXPERIENCE**

**ServiceNow** (*June 2020 to Present)*

**Location: Hyderabad, India
Staff Product Designer**

Spearhead the end-to-end product design process, collaborating with cross-functional teams including product managers, engineers, and user researchers to create user-centered design solutions.

Lead and mentor a team of product designers, providing guidance and feedback to ensure high-quality design output and professional growth.

Delivered solutions for on complex problems, one of them is to planning capacity in ITBM & Portfolio project management space, for traditional, Agile / SAFe and hybrid scenarios.

Successfully delivered Strategic goals Framework, for defining and tracking goals or objectives and their outcomes, comprises of clearly define goals and specific measures or targets used to track the achievement of that goal.

Learning, exploring and conceptualizing cutting-edge design ideas using generative artificial intelligence techniques.

Research and stay up-to-date with the latest developments in generative AI technologies and applications within the design field.

Collaborate with product designers, engineers, and data scientists to define project goals and explore the potential of generative AI in various design domains

**KRONSYS INC** (*September 2015 to 2020)*

**CLIENT: Walmart, USA** *(September 2019- March 2020)*

**User Experience Designer**

Project 1: Walmart-Auto Care Center’s Service Writer Application is for certified auto care technicians to perform basic auto maintenance services, includes tire installation, battery testing and installation, oil & lube services and more. I did field study to understand real time scenarios and Interacted with actual users, solved some problem based on the research, Understood the end2end flow and created Architecture diagram.

Project 2: Connected manager: is an enterprise application that enables store managers to manage Good faith estimates (Manage Schedules) for the existing associates as well as for the new associates. I was accountable for design deliverables. I researched about the complex functionality and simplified the process of scheduling.

Project 3: VisPick, is an Augmented reality solution to reduces the time that an associate spends to pick up required products from backroom to fill the sales floor in the Walmart retail store. I did hours of field study at Walmart retail store back room to understand how associates are achieving their tasks. I created a prototype of Augmented reality to demonstrate how user can identify products to be picked and update the inventory.

**Responsibilities**

* Apply a user-centered approach to requirements and interdependencies to develop engaging interfaces
* Meet with key business and tech partners to collect requirements
* Collaborate and brainstorm with team to understand, identify, and take on complex business requirements and user needs
* Translate concepts into customer flows, journey maps, and wireframes
* Design and deliver wireframes, mockups, and prototypes for multiple devices and interfaces
* Inspire and bring new ideas to the team through staying in the know of current design trends
* Design for big data and find solutions that to improve the daily lives of our associates.
* Participate in design critiques by presenting your work, capturing feedback, and giving constructive feedback on your peer’s work
* Work within WM established design guidelines and collaborate with team members to ensure consistency across designs.
* Understand technical limitations.
* Produce handoff ready work for tech team, including producing redlines and capturing assets
* Work with tech team to ensure designs are being implemented correctly and give feedback.
* Prepare and present work to team, partners, and leadership.

**Tools:** Sketch, InVision, Adobe Illustrator, Adobe XD, Proto Pie, OverFlow, Adobe Aero, Adobe Dimension.

*KRONSYS INC*

**CLIENT: Empowered Benefits, USA** *(February 2019- September 2019)*

**Senior User Experience Designer**

Empowered has a SaaS platform that provides a simple transparent enrollment process.

I am working as Senior UX/UI Designer alongside designers, developers and writers to create user interface designs for Empowered's SaaS platform. Also designs and maintains materials for marketing, communication, training and other projects, as needed.

**Responsibilities**

* Collaborate with designers, developers, writers, business analysts and project managers to ensure visual design supports desired user experience
* Create compelling multi-platform, omni-channel UI for Empowered’s various brands
* Develop prototype and iterate designs based on direction from business, research and testing
* Design branding, sales, marketing, recruiting, corporate communication and training materials, as needed
* Perform quality checks to maintain design integrity throughout development.

**Tools:** Moqups.com, Adobe Illustrator, Sketch, InVision, Adobe XD, HTML, CSS, Zero height.

*KRONSYS INC*

**CLIENT: TIAA (Teachers Insurance Annuity Association), USA** *(November 2016- November 2018)*

**Senior User Experience Designer** (Tech Lead)

**Case Study:** [**www.sreenivasmajji.com/APC\_new.pdf**](http://www.sreenivasmajji.com/APC_new.pdf)

Annuities help the financial company to retain the retiring participants (clients) and their financial assets for long term. The project was to re-platform a 25 years old legacy Annuities system to a new state-of-the-art system. The new design experience significantly improved operational and process efficiencies throughout the Annuities life-cycle (account setup, contract maintenance, claims administration and closure). This new platform also helped launch an innovative new financial product (Income Test Drive) and created new opportunities for the company.

Design digital experience to streamline the enrollment and contract administration processes for participants (clients) by reducing or eliminating the paper work, streamlining communication channels, and by providing a one-stop-shop for all the internal associates supporting the Annuities business and processes.

**Responsibilities**

* Develop UX/IA documentation such as site outlines, process flows, sketches, scenarios, personas, wireframes and navigation models for web, desktop, and mobile applications to define functionality and user behavior.
* Collaborate with Business Owners, Product Managers, UX Visual Designers, Developers, UX Content and other stakeholders to determine user interface needs.
* Conduct user interviews to determine use cases and run low fidelity wireframes to improve use cases.
* Maintain working knowledge about emerging user interface / interaction design standards and best practices.
* Use a data-driven approach and analysis for design experiences.
* Worked with broad range of engineers to ensure technical feasibility and flawless implementation.
* Creating high fidelity wireframes by using user feedback and run with the business owners and business Analysts.
* Conducted User testing for the designs with prototypes.
* Get the approval from business and create Visual designs using Adobe Photoshop and Adobe Illustrator for the applications by using branding guidelines.
* Create Prototypes for the finalized designs by using Adobe Dreamweaver or Axure and produce assets for the developers.
* Review designs throughout the development lifecycle to ensure integrity of information architecture.

**Tools:** Adobe Illustrator, Axure, Sketch, InVision, Adobe XD, Adobe Dreamweaver, HTML, CSS, Adobe Flash, Adobe Muse.

*KRONSYS INC*

**CLIENT: CFA Institute, USA** *(May 2016- November 2016)***UX designer – Web Applications**

CFA is a global association of investment professionals. The organization offers Charted Financial Analyst (CFA) designation, and the Certificate in Investment Performance Measurement (CIPM) designation.

I was part of the User Experience team, created digital application forms for Customers applying for CFA & CIPM Certification, collaboratively contributed to a high-paced project designing global customer-facing web properties and application. Meeting web standards and committed to delivering great experiences to all users, including experience with WCAG 2.0 AA.

**Responsibilities**

* Participated in design discussions and content creation.
* Converted business requirements into wireframes for the CFA and CIPM programs using Axure.
* Created information architecture for the applications and took measurements for the user experience.
* Developed User Interface designs for the CIPM application and registration process.
* Made sure the applications follow WCAG 2.0 AA.

**Tools:** Axure, Sketch, Adobe Illustrator, Adobe Dreamweaver, HTML, CSS, Adobe Flash, Adobe XD, Adobe Muse.

*KRONSYS INC*

**CLIENT: FedEx Services, USA** *(September 2015- May 2016)*

**UX designer - Mobile Projects
Design Details:** [www.sreenivasmajji.com/fedex.pdf](http://www.sreenivasmajji.com/fedex.pdf)

FedEx Corporation is an American multinational courier delivery services.

FedEx mobile applications (iOS & Android) enable user to access all features that company provides such as overnight shipping, Schedule pickups, package estimations.

Create user flows, wire-frames and interactive prototyping for mobile (iOS & Android). Work on iOS and Android mobile design standards and patterns - Front-end development. Design in an agile environment alongside multi-disciplined team of developers, UX, and Project Managers. Solve problems and address design gaps and edge cases while minimizing UI complexity. Cohesively extend upon an established design and app framework. Collaborate and effectively communicate design intent. take ongoing direction and critique.

**Responsibilities**

* Collaborating with Product Managers, Content Strategists, Researchers on mobile devices for package tracking, Estimate shipping costs, FedEx locations.
* Develop Scenarios, Navigational Structure, User Flows, Screen Designs, Interaction Models, then assist the project team with the creation of visual design and content artifacts.
* Design, develop, test and refine prototypes.
* Working with project teams to understand business goals and identify customer needs.
* Iterate or extend existing designs, apply existing standards to new products or functionality, or redesign.
* Consult with business stakeholders to educate and inform around the business value of experience design and user centered design practices.
* Shepherd the project through usability testing, with an eye toward translating user feedback into intuitive and functional user experiences.

**Tools:** Adobe Photoshop, Adobe Illustrator, Axure, Adobe Dreamweaver, HTML, CSS, Adobe Flash, Adobe XD, Adobe Muse.

**COGNIZANT TECHNOLOGY SOLUTIONS** *(July 2011 to September 2015)*

**CLIENT: TIAA CREF, Charlotte, USA** *(March 2014- September 2015)*

**Associate Projects** (UX & UI Architect)

**Design Details:** [www.sreenivasmajji.com/intouch.pdf](http://www.sreenivasmajji.com/intouch.pdf), [www.sreenivasmajji.com/tiaa.pdf](http://www.sreenivasmajji.com/tiaa.pdf)

Tasked with all components that make up the user experience process, user research, usability testing, information architecture, interaction design and UI design. I have designed prototypes for InTouch and TIAA mobile applications and features. Created wireframes, interaction workflows, annotated mock-ups and layouts for these applications. The role involves understanding Business requirements and their customer needs before making design decisions. Presenting finalized ideas and concepts to clients or account managers.

**Responsibilities:**

* Design end-to-end customer journeys for InTouch mobile Applications.
* Be actively involved in shaping design solutions and concepts.
* Contributed effectively to our Design Language and help evolve our visual vocabulary and pattern library
* Collaborated with engineers and QA to ensure design quality at each step of the development process
* Presented designs and concepts to product managers, engineers and other stakeholders

**Tools:** Adobe Photoshop, Adobe Illustrator, Axure, Adobe Dreamweaver, HTML, CSS, JavaScript. Adobe Flash, Sketch.

*COGNIZANT TECHNOLOGY SOLUTIONS*

**CLIENT: Clinimix, (Baxter), USA**

**Associate Projects** (UI designer - Web application)

Design details: <http://www.sreenivasmajji.com/srinivasmajji.pdf#page=19>

Plan, create and code web pages, using both non-technical and technical skills to produce websites that fit the customer's requirements. Establish the purpose of the website based upon its target audience. Identify the type of content the site will host. Developing design briefs by gathering information and data through research Give guidance on layout, colors and styles. Designing graphics, animations and manipulating digital photographs Presenting initial design ideas to client, Testing the website to ensure it is working.

**Responsibilities**

* Gathering requirements from business owners and business analysts and create low fidelity wireframes using Microsoft Visio or Axure.
* Creating high fidelity wireframes by using user feedback and run with the business owners and business Analysts.
* Create Prototypes for the finalized designs by using Adobe Dreamweaver or Axure and produce assets for the developers.

**Tools:** Adobe Photoshop, Adobe Illustrator, Adobe Dreamweaver, HTML, CSS.

*COGNIZANT TECHNOLOGY SOLUTIONS*

**CLIENT: United Health Group, USA**

**Associate Projects** (Info graphics / Graphic Designer)

Design details: <http://www.sreenivasmajji.com/srinivasmajji.pdf#page=18>

Responsible to create wireframes and info-graphics. Research, interpret, and organize data for visualizations. Work with teams to brainstorm, plan and design creative internal projects for marketing. Design incredible web interfaces that are both functional and unique to our clients’ brand.

**Responsibilities**

* Design Graphics for Informational diagrams.
* Created Presentations using latest design methodologies to explain the process.
* Depicted High level and detailed level Infographics and created Design guidelines.
* Present designs and concepts to product managers, engineers.

**Tools:** Adobe Photoshop, Adobe Illustrator, Axure, Adobe Dreamweaver, Corel Draw, HTML, CSS, JavaScript. Adobe Flash, Adobe Muse.

*COGNIZANT TECHNOLOGY SOLUTIONS*

**CLIENT: Adobe**

**Associate Projects** (UX & UI Architect - Mobile Projects)

Design details: <http://www.sreenivasmajji.com/srinivasmajji.pdf#page=8>

Adobe WorkSpace is a tool for the internal teams to manage day to day work. WorkSpace enables users to communicate for a particular topic across the teams, Calendar management, Work assignments, Leave management, Email Tracking etc. I Collaborated with Product Managers and Product Specialist to produce design concepts and interactive experiences to meet strategic goals. Successfully created the UX & UI for mobile devices such as (iOS, Android and Mobile Web). Participated in high-level design & functionality review meetings. Collaboratively worked with Managers and Creative Directors. Designed incredible interfaces that are both functional and unique to Adobe brand.

**Responsibilities**

* Gathering requirements for the Adobe workspace Application from Product Managers/Owners and create Low level wireframes.
* Conduct user interviews to determine use cases and run low fidelity wireframes to improve use cases.
* Conduct design discussions to improve the usability for the happy paths.
* G create Visual designs using Adobe Photoshop and Adobe Illustrator for the applications by using branding guidelines and presented to the product owners.
* Supported Developers with asset creation and pixel guidelines to improve the accuracy of the design while developing.

**Tools:** Adobe Photoshop, Adobe Illustrator, Adobe Dreamweaver, Adobe Flash, MS PowerPoint.

*COGNIZANT TECHNOLOGY SOLUTIONS*

**CLIENT: Internal Projects**

**Associate Projects** (Sr. Visual Designer)

Design details: <http://www.sreenivasmajji.com/srinivasmajji.pdf>

* As a User Interface Designer in the Interactive team at Cognizant. I worked on high exposure projects creating, Innovative, market-driven solutions for worldwide clients like Adobe LiveCycle Workspace (both Web and Mobile applications UI), Walgreens, Al Hilal Bank. JPMC, American Express, Coke.
* As a UX and UI Designer my mission was to create high-impact designs that make our web and mobile products intuitive, efficient.
* Develop Scenarios, Navigational Structure, User Flows, Screen Designs, Interaction Models, then assist the project team with the creation of visual design and content artifacts.
* In the mobile space I have effectively lead small and medium sized teams in consulting and internal Projects.

**Tools:** Adobe Photoshop, Adobe Illustrator, Axure, Adobe Dreamweaver, Corel Draw, HTML, CSS, JavaScript. Adobe Flash, Adobe Muse.

**GAIAN SOLUTIONS INDIA Pvt. Ltd - India** *(July 2007 - June 2011)*

**Sr. Graphic Designer**

* Understand user and functional requirements and develop GUI components.
* Suggest new ideas and concepts for user interface design.
* Develop Front-end Designs (HTML/CSS/JavaScript).
* Develop effective designs to ensure easy user navigation and improve User-Experience Design (Interaction Design / Accessibility / Usability).
* User Experience Web Design Lifecycle: Requirements Definition, Web Design and Validation, Development and Testing, Deployment and Support.
* Preparing sketches, diagrams, illustrations and layouts to communicate design concepts using Adobe tools such as Photoshop, Illustrator, InDesign.
* Develop user interfaces for embedded devices, control devices and media applications, Creative Web Design/Concept Generation for Websites, Apps & Mobile.
* Analyzing, designing and developing Application User Interface applying a mixture of artistry and creativity with software programming and scripting languages and interfacing with operating environments.
* Maintain expert knowledge on software and technologies used for GUI development.
* Test designs and ensure consistency and integrity.
* Develop innovative design techniques and document design solutions.
* Designing and developing digital animations, imaging, presentations, games, audio and video clips, and Internet applications using multimedia software, tools and utilities, interactive graphics and programming language.
* Develop test cases for GUI and participate in quality assurance activities.

**Tools:** Adobe Photoshop, Adobe Illustrator, HTML, CSS, JavaScript, Adobe premiere, Adobe After Effects, Adobe Dreamweaver, Adobe Flash, Microsoft Visio, MS PowerPoint, SMIL.

**SKILLS**

* User-Centered Design
* Interaction Design
* Prototyping and Wireframing
* User Research
* Design Thinking
* Design Systems
* Usability Testing
* Cross-Functional Collaboration
* Team Leadership and Mentoring
* Adobe Creative Suite (Illustrator, Photoshop)
* Sketch, Figma, or Adobe XD
* HTML, CSS (basic proficiency)

**EDUCATION**

**Bachelor of Science (Chemistry), Andhra University, India. (2002-2005)**

**Diploma in School of Advertising and Applied Arts, India. (2005-2006)**

**Diploma in Photography and Graphic Designing. (2007)**

**CERTIFICATIONS**

**CERTIFIED UX DESGIENR - NIELSEN NORMAN GROUP (**[**Verify**](https://www.nngroup.com/ux-certification/verify/)**)**

**HUMAN COMPUTER INTERACTION(HCI) – IDF (**[**Verify**](https://www.interaction-design.org/srinivas-majji/certificate/course/P9ZN9L7Qq)**)**

**DESIGN PRINCIPLES**

**ADVERTISING**

**MEDIA RESEARCH**

**ART & AESTHETICS**

**FOUNDATIONS OF BRANDING FOR DESIGNERS**

**INTERACTION DESIGN FUNDAMENTALS**

**FOUNDATIONS OF UX FOR MULTI DEVICE**