

# SRINIVAS MAJJI



Product Design  
User Experience Design  
Interaction & Visual Design

## PERSONAL STATEMENT

I am a process-driven product designer who enjoys solving real-world problems. My expertise lies in information architecture, Interaction design and Visual Design – crafting interconnected sets of elements to simplify a complex problem.

I find happiness in creating and optimizing products, understanding user needs, prioritizing features, and making sure design empowers customers.

## SKILLS

### Design

- UI Design
- Interaction
- Motion
- Prototyping
- Infographic

### UX Methods

- Contextual Inquiry
- Service Blueprinting
- Competitive Analysis
- Heuristic Evaluation
- Usability Testing

### Software

- Sketch
- Photoshop
- Illustrator
- Dreamweaver
- Xmind
- Adobe XD

### Programming

- HTML / CSS

## EDUCATION

- **UX Certified**  
Nielsen Norman Group
- **Human Computer Interaction (HCI)**  
Interaction design foundation (Interaction-design.org)
- **UX Certifications**  
Linked In v
- **Andhra University, India**  
B.Sc in mathematics  
2002 - 2005

## PORTFOLIO

[www.sreenivasmajji.com](http://www.sreenivasmajji.com)

## CONTACT DETAILS

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[www.linkedin.com/in/sreenivasmajji](http://www.linkedin.com/in/sreenivasmajji)

## EXPERIENCE

- **ServiceNow**  
Staff Product designer  
June. 2020 - Current | Hyderabad, TS, India
- **Walmart**  
User Experience designer  
September. 2019 - March 2020 | Charlotte, NC
- **Empowered Benefits**  
Senior User Experience designer  
February. 2019 - September 2019 | Charlotte, NC
- **TIAA**  
Product Designer (Annuity TechLead)  
November. 2016 - Current | Charlotte, NC
- **CFA Institute**  
Interaction Designer  
June. 2016 - November. 2016 | Charlottesville, VA
- **FEDEX**  
UX /UI Designer  
September. 2015 - June. 2016 | Memphis, TN
- **CLIENT: TIAA (Cognizant Technology Solutions US Corp)**  
Mobile User Experience & Visual Designer  
March. 2014 - September. 2015 | Charlotte, NC
- **Clients: ADOBE, AMEX, Novartis, UHC (Cognizant)**  
Visual Designer  
July. 2011 - March. 2014 | INDIA
- **Gaian Solutions India Pvt. LTD.**  
User Experience & Graphic Designer  
April. 2007 - June. 2011 | INDIA