

SREE MEDAPUREDDI

Product Designer

Sarjapur Rd, Bellandur, Bangalore, Karnataka, 560035

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SUMMARY

Product Designer with 3+ years of experience in SaaS, e-commerce, and enterprise solutions. Proven track record in simplifying complex challenges and delivering results, such as a 30% reduction in operational costs. Skilled at leading cross-functional teams to build design systems and drive user engagement, ensuring measurable business growth.

PROFESSIONAL EXPERIENCE

Product Designer

Oct 2022 - Present

Hopstack Warehouse Automation, Bangalore (Hybrid)

- **Spearheaded the design** of key features for Hopstack's **SaaS platform**, driving improvements in operational efficiency and user engagement across various client touchpoints.
- **Led the design strategy** for the **Hopstack Ignite** project, focusing on small-business inventory management, streamlining workflows, and achieving a **30% reduction in operational costs**.
- Overhauled the mobile app, designing **glove-friendly interfaces**, resulting in a **40% increase in user adoption** and a marked improvement in customer satisfaction.
- Built and maintained a **scalable, WCAG-compliant design system**, ensuring consistency and reducing developer time-to-implementation by **20%**.
- Led cross-functional teams (product managers, engineers, and stakeholders), aligning design solutions with business goals, and **driving the product roadmap** for successful feature launches.
- Conducted user testing and feedback loops, leading to a **25% improvement in task completion rates**, optimizing the overall usability and efficiency of the platform.
- **Initiated and led a redesign** of key dashboards for warehouse managers, improving user experience and accessibility, which resulted in faster task execution and enhanced decision-making for critical metrics.
- Defined design strategies that drove key metrics such as **engagement, satisfaction**, and operational **efficiency**, ensuring that design initiatives were aligned with the business vision.

UX/UI Designer

Sep 2021 - Sep 2022

Chrysalides Tutorials, Pune

- **Led the complete redesign** of the educational website, **enhancing user engagement by 20%** and improving satisfaction scores from both students and educators.
- **Conducted extensive user research**, including surveys and in-depth interviews, to identify pain points and develop **three detailed user personas** that directly informed the design strategy.
- Facilitated usability testing, resulting in iterative design improvements that reduced task completion time by **15%** and enhanced overall usability.
- **Developed and executed a brand strategy** that aligned the visual identity with user needs, resulting in a stronger, more recognizable brand presence.
- **Collaborated with product teams** to influence the product roadmap, ensuring design solutions were aligned with user needs and business objectives.

Product Designer (Freelance)

Nov 2021 - Jan 2022

Pawly- Your Pet's Nutritional Companion, Remote

- **Designed a mobile app** for Pawly, improving user satisfaction by optimizing user flows and feature personalization.
- Conducted user research and developed personas that enhanced product strategy, **boosting the app's conversion rate by 15%**.
- Collaborated with developers on seamless handoff, **reducing development time by 10%** through clear design assets and prototypes.
- **Built a scalable design system**, improving team efficiency and ensuring consistent design across features.

UX/UI Design Intern

Aug 2021 - Dec 2021

Dyana - Children's Emotional Learning Company, Remote

- Designed wireframes, prototypes, and user flows for an accessible app aimed at children with disabilities, **improving usability by 15%**.
- Worked closely with the development team to implement accessibility best practices, which improved app engagement for a wider range of users.
- Collaborated on iterative design improvements based on user testing, **leading to a 20% increase in user retention**.

KEY PROJECTS

Amazon FBA Integration

- Designed a seamless integration feature between **Amazon FBA** and Hopstack's platform, improving fulfillment efficiency and **reducing order processing time by 25%**.
- Worked closely with the product team to ensure the design met user needs and aligned with business goals, streamlining the workflow for clients.

Hopstack Ignite

- **Led the design strategy** for Hopstack Ignite, an inventory management platform for small businesses, **reducing operational costs by 30%** and improving efficiency.
- Ensured user-centric design solutions were aligned with business needs, resulting in an intuitive platform that empowered small businesses to manage their inventory, track shipments, and analyze sales performance.

Global E-commerce Redesign for Bilfinger Tebodin

- Spearheaded the end-to-end redesign of an **international e-commerce platform**, optimizing the user experience across desktop and mobile interfaces to align with modern shopping behaviors.
 - **Increased conversion rates by 35%**, primarily by simplifying the checkout process and **reducing cart abandonment by 25%**.
 - Designed a mobile-first experience, **increasing mobile traffic by 50%** and **boosting mobile conversions by 20%**.
 - Led user research and usability testing to identify pain points, resulting in a streamlined navigation system and intuitive product filters, **improving user retention by 18%**.
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CORE COMPETENCIES

Design Tools: Figma, Adobe XD, Photoshop, Illustrator

UX/UI Expertise: User Research, Wireframing, Prototyping, Usability Testing

Design Systems: Reusable Components, Style Guides, WCAG Accessibility

Product Design: Mobile-first & Responsive Design, User-centered Design (UCD)

Soft Skills: Communication, Cross-functional Collaboration, Leadership, Problem-solving, and Agile Workflows, Stakeholder Management

Additional Skills: Information Architecture, Usability Testing, Design Thinking, Data-driven Decision

EDUCATION

Symbiosis Institute of Design, Pune, India

Bachelor of Design, User Experience Design

Communication Design

Sunrise English Private School, Abu Dhabi, United Arab Emirates

Higher Secondary and Secondary School

CERTIFICATIONS

Google UX Design Professional Certificate

1. Foundation of UX Design - 95.9%
 2. UX Design Process - 95.4%
 3. Wireframes & Lo-Fi Prototypes - 94.4%
 4. UX Research & Testing - 92.3%
 5. Hi-Fi Designs & Prototypes in Figma - 97.5%
 6. Responsive Web Design in Adobe XD - 94.3%
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ACHIEVEMENTS

- **30% Operational Cost Reduction:** Designed and implemented an inventory management platform for small businesses, leading to a 30% reduction in operational costs, aligning with the objectives of the Hopstack Ignite project.
 - **40% Increase in Mobile App Adoption:** Overhauled Hopstack's mobile app with glove-friendly UI design, leading to a 40% increase in user adoption and significant improvement in customer satisfaction.
 - **25% Improvement in Task Completion Rates:** Conducted comprehensive user testing and iterative design improvements for Hopstack's platform, resulting in a 25% improvement in task completion rates and optimizing platform usability.
 - **20% Boost in User Engagement:** Redesigned Chrysalides' educational platform, improving user engagement by 20% through optimized workflows and personalized features, based on in-depth user research.
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