

Paladugu Saikrishna

Sr UX/UI DESIGNER

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PROFESSIONAL SUMMARY

I am a dynamic and forward-thinking Product & UX/UI Designer with 12 years of comprehensive experience dedicated to crafting intuitive and visually captivating designs and user interfaces that elevate the quality of B2C, B2B, SaaS, and AI-driven LLM products. I have advanced knowledge in Agentic AI and vibe coding, and I thrive in dynamic team environments across diverse industries such as consumer electronics, software services, networking, data centers, banking, communications, and healthcare. I have a proven track record of successfully leading mid- to large-scale product and UX design initiatives.

EDUCATION

- Bachelor's degree, Bharath University, April 2016.

SKILLS & COMPETENCIES

RESEARCH & ANALYSIS

Product Strategy • UX & Content Strategy • Design Thinking • Systems Thinking • Problem Framing • Qualitative & Quantitative Analysis • Feature Prioritization • MVP Definition • OKRs & KPIs Definition • Ethnographic Research • Journey Mapping • User Personas • Behavioral Analytics • Data-Driven Product Decisions • UX Storytelling.

UX & PRODUCT DESIGN

Information Architecture • Interaction Design • User Flows • Site Maps • Wireframing • Prototyping • Service Design • Customer Experience (CX) • Mobile-First Responsive Design • Design Systems • Accessibility (WCAG) • Usability Testing.

TOOLS, TECHNOLOGIES & AI

Figma • Figma Make • Fig Jam • Sketch • Adobe XD • Miro • Balsamiq • HTML5 • CSS3 • Adobe Photoshop • Adobe Firefly • Adobe InDesign • JavaScript • Bootstrap • Motion Design

COLLABORATION & PRODUCT DELIVERY

Cross-Team Collaboration • Stakeholder Management • Agile & Scrum • Workshops • Design Reviews & Handoff.

EMPLOYMENT HISTORY

Sr UX/UI DESIGNER – PRODUCT DESIGN, TCS

OCT 2022 — Present

- As a senior product lead for Discover's Business Technology division, I led the end-to-end UX and **hands-on UI development** for **Clear View**, an internal ML governance platform used by product owners, data scientists, and engineers. I owned the design process while also actively contributing to the **React-based UI development lifecycle**, ensuring designs were implemented as scalable, reusable, and production-ready components.
- Designed and **developed UI components and interactive dashboards using React**, translating complex real-time and batch data workflows into accessible, high-performance interfaces, including data visualizations that supported reporting and executive decision-making.
- In addition to Clear View, I also contributed to **Jedi Hub**, a unified internal platform, and **Discover Cards** internal tools by modernizing UI templates and design system components, improving consistency, maintainability, and development efficiency across applications.
- Create **wireframes, mockups, prototypes, and high-fidelity UI designs** using Figma.
- Design responsive **websites, mobile applications, dashboards, and enterprise applications**.
- Collaborate with **UX designers, developers, product managers, and business stakeholders**.
- Use **Figma AI and other AI-assisted features** for design exploration, content generation, and productivity improvements.

UX/UI DESIGNER DEVELOPER – PRODUCT DESIGN, UST Global

OCT 2019 — OCT 2022

- As a Senior Product & UX/UI Designer–Developer at Apple, I led the end-to-end UX and **hands-on front-end development** for an internal survey platform used across the organization. I owned the product from concept through MVP, combining user research, interaction design, and **active React-based UI development** to build a scalable, user-friendly application that served both technical and non-technical users.
- Designed and **developed core survey creation, preview, and analytics interfaces using React**, translating complex workflows into intuitive, production-ready UI components and interactive dashboards.
- Additionally, I developed dashboards to track performance metrics and provide clear insights into user behaviors, informing further optimizations. I Worked closely within the UI development lifecycle to implement features, support

A/B testing, optimize usability and performance, and iteratively improve the product, resulting in higher adoption and reduced drop-offs.

- Design creative and professional **UI/UX layouts, web pages, mobile applications, banners, and marketing materials** using Adobe Creative Suite.

UX/UI DESIGNER DEVELOPER, Kuncham Software Solutions Pvt Ltd

Jan 2018 — March 2019

- Led cross-functional teams to uphold user-centered design principles across WEBEX, TRON, CDOS, and TACT applications, integral to internal Cisco project management and team communication across diverse platforms aligned with Adobe (AEM) encompassing mobile & web application designs in Figma.
- Drove development initiatives and guided application development from conceptualization to launch, employing comprehensive product strategy, design methodology, UX/UI expertise, and interactive design techniques along with developing Web and mobile apps in AEM and SharePoint. Throughout the entirety of the product design and development lifecycle.
- Problem-solving, particularly in the realms of design and business strategy, resulting in a notable 25% improvement in application abandonment rates with the implementation of intuitive interface solutions.
- Create and edit high-quality graphics, images, illustrations, and visual assets using **Adobe Photoshop**.
- Develop **wireframes, prototypes, user flows, and interactive UI designs** using Adobe XD.
- Use **AI-powered design and image-generation tools** to accelerate ideation, content creation, image enhancement, background removal, and creative exploration.

UX/UI DESIGNER DEVELOPER, Suthra Technologies

Nov 2016 — Jan 2018

- Managed the orchestration of end-to-end design process for Equinix Fabric and Network Edge management system, aligning with various use cases across multiple portals based on the new Equinix design system. Collaborated closely with global cross-functional teams, serving as both an individual contributor and a UX lead throughout the project lifecycle.
- Conceptualized, designed, and implemented over 30+ features and enhancements across two transactional B2B portals over a span of 2years, fostering collaboration with diverse stakeholders including product managers, developers and, subject matter experts (SMEs)
- Contributed to substantial business growth by driving revenue expansion, achieving a remarkable 120% increase to \$15.8M per month within the span of 1.6 years through strategic design interventions and user-centric enhancements.

