

Vedantha Thirumala

User Experience Designer

A UX Design professional with an MS in HCI, and over 9 years of experience across Ecommerce, SaaS, and B2B solutions.

PROFESSIONAL EXPERIENCE

Lead Product Designer | [The Ken](#), Bengaluru, India

JUNE 2022 - PRESENT

Come up with design strategy and future roadmap and mentor junior designers.

Lead Product Designer | [Vymo](#), Bengaluru, India

APRIL 2021 - JUNE 2022

Led web app revamp efforts for 2 major launches. Worked on feature designs for Mobile, Web and Tablets platforms. Conducted user research to verify design alignment for expanding into new markets. Created and maintained a roadmap for future product design direction for the design team.

Senior UX Designer | [CasaOne](#), Bengaluru, India

NOVEMBER 2019 - PRESENT

Leading redesign efforts for mobile & desktop consumer facing platforms. Started long term company-wide initiatives (research led process, design systems, journey map). Working mainly on B2C (consumer platform) and Finance (credit platform).

UX/UI Designer | [SOFIE](#), Los Angeles, USA

OCTOBER 2017 - OCTOBER 2019

Performed Heuristic Analysis, Stakeholder Interviews, User Interviews and Contextual Inquiry to redesign an always-offline web application. Improved user satisfaction ratings from 2.5/5 to 4/5. Led new module designs from research to finished design.

Product Design Intern | [Slice](#), New York City, USA

JULY 2017 - AUGUST 2017

Setup analytics to study user behavior on the web. Helped increase menu to cart conversion from 8% to 29%. Performed comparative users tests with competing products. Redesigned key pages based on analytics and user-tests.

HCI Researcher | IUPUI, Indianapolis, USA

AUGUST 2015 - MAY 2017

Led Product design & user research efforts for Indiana

CONTACT

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<https://www.linkedin.com/in/vedantha/>

EDUCATION

MS in Human-Computer Interaction

Indiana University, Indianapolis, USA

SKILLS

User Research

Heuristic Evaluation

Persona

Journey Maps

Information Architecture

Surveys

User tests

Figma

Sketch

Invision

Balsamiq

HTML

CSS

Javascript

University's internal departments. Performed user research, designed mobile and tablet based solutions for community engagement projects.

Product Owner | BeWo Technologies, Bengaluru, India

AUGUST 2014 - JULY 2015

As a Product Owner and Application Engineer, I gathered requirements, conceptualized features and built Tech & Device Support portal end-to-end. - Worked on planning, user research, design. - Performed stakeholder interviews and contextual inquiries to understand existing support processes. Sketched, created wireframes, layouts and designs for the portal. Worked on Information Architecture of the portal and developed process flows. Performed user testing and redesigned UI to reduce training time.

UI Developer | Bulb Design and Tech, Bengaluru, India

APRIL 2014 - AUGUST 2014

Worked as a web UI developer for single page applications with HTML5/CSS3, JS, and related UI development frameworks. Developed UI for CMS systems for Bulb's clients. Built a community management and marketing application end-to-end. This included requirements gathering, designing user flows, Information Architecture and UI + Layout design.

Web Developer & Designer | Freelance, Bengaluru, India

2012 - 2015

Created UI designs, page layouts for web applications. Worked on 4 e-commerce websites of different sizes and traffic, building them end-to-end and providing support. Also worked on creating theme templates and front-end UI for e-commerce frameworks like OpenCart.