

Dharani Raga Supriya Vulivireddy

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About me

Product designer with 6 years across fintech, AI, and enterprise SaaS, from early-stage startups to platforms serving 3 million users. I began my career with a degree in Civil Engineering, and taught myself design through practice, moving from execution into research, systems thinking, and strategy across increasingly complex product environments.

My work has consistently been in high-stakes, complex domains where users need to make confident decisions without full expertise. That tension, between what systems assume and what people actually need to understand in order to act, is what I want to study more rigorously. I'm applying to the MA in IxD program to build that foundation.

Experience

UX Consultant @ Webless

Feb 2025 to Aug 2025

- Owned end-to-end UX strategy for an early-stage product, shaping product direction around the gap between what prospects expected and what the product could credibly deliver at its stage.
- Redesigned the onboarding flow by identifying where new users lost momentum, **cutting time-to-value by 2x** and helping grow the client base from **4 to 12 within 6 months**.
- Improved in-product **content discovery from 1.3% to 3.4%** and increased **average session length from under 15s to 43s** by restructuring how content surfaced, prioritising proximity to user intent over navigation logic.
- Collaborated with founders** to embed emerging AI capabilities into core workflows, expanding product value beyond search into semantic content surfacing.

Lead Product Designer at CashFlo

May 2024 to Feb 2025

- Led end-to-end **redesign of the Accounts Payable system**, reshaping ERP data flows around the roles and decisions of actual users rather than abstract finance workflows. Delivered the full product in 16 weeks.
- Built a modular **design system from scratch with 650+ components**, structured to let role-specific workflows share visual and interaction patterns without forcing them into the same shape. Now the foundational system across the product.
- Conducted **field research across 5 Indian states** to understand the day-to-day realities of finance teams, revealing that their actual decision-making bore little resemblance to the ERP workflows designed for them. This led to a **restructuring of the product's information architecture and task flows around observed behaviour rather than assumed process**.
- Onboarded **5 enterprise clients** within the first 2 months post-launch.

Senior Product Designer II at Mudrex

Aug 2023 to May 2024

- Designed Futures** end to end by focusing on how first-time users build confidence in a high-stakes derivative product, a product that today constitutes **around 30% of Mudrex's total revenue**.
- Led design and strategy for the Investment Products pod**, grounding product decisions in user behaviour research with a team of 3 designers. The pod became the highest-impact one, **accounting for 70% of total conversions**.
- Designed a suite of investment tools including Buy the Dip, Stop Loss/Take Profit, Price Alerts, and Performance Score, shaped around what active investors needed to feel in control of their decisions. **32% of invested users engaged with these tools**.
- Mentored junior designers by focusing on the **thinking behind design decisions, not just the output**, taking ownership of design quality and growth within the pod.

Senior Product Designer I at Mudrex

Jan 2022 to Aug 2023

- Laid the **product foundation by designing Coins, Coin Sets, and Vault from scratch**, shaping each for different user intents (from curious first-timers to committed holders), forming the core MVP the platform was built on.
- Led the complete UI revamp of the mobile app, moving it from a utility-driven interface to one that communicated trust in a volatile domain.
- Co-led creation of a **design system with 2,500+ components**, structured to reduce cognitive load for users navigating complex financial decisions. This became the visual and interaction foundation the platform runs on today.
- Collaborated cross-functionally across all pods, **taking ownership of problem identification and solution delivery** across diverse product areas.

Senior UX Designer at F1Studioz

Oct 2021 to Jan 2022

- Led design strategy for **Deutsche Telekom**, reimagining Magenta TV, Halo, and XIT, including design systems and concepts for their television ecosystem.
- Worked on **Vesta, a fraud detection product**, across both roles at F1Studioz, conducting UX audits and developing multiple modules from the ground up.
- Managed multiple concurrent **B2B, SaaS, and B2C** projects simultaneously across diverse domains.

UX Designer at F1Studioz

Aug 2020 to Sep 2021

- Delivered design solutions across **10+ products** in varied domains, each documented with research findings, information architecture, wireframes, and high-fidelity prototypes.
- Developed foundational fluency** across interaction design, rapid prototyping, and design-to-development handoff.



Portfolio

www.supriyavulivireddy.com



Top Skills

Design Thinking and Strategy

Leadership and Mentoring

Thinking in Systems

UX Research and Synthesis

Field Research and Contextual Methods

Interaction Design

Information Architecture

Cross-functional Collaboration



Achievements and Recognition

Published case study on the Mudrex app redesign (medium.com/@supriyavulivireddy), covering design system architecture, visual language decisions, and interaction design rationale

100+ usability studies and evaluations conducted across career, spanning contextual inquiry, moderated testing, and heuristic evaluation.

Initiated and managed 'Know Your User', a company-wide empathy programme at Mudrex.

Facilitated the 'How to Approach a Problem' workshop for the Mudrex design team.

Spoke at Cashflo all-branches meetup on design thinking.

Mudrex Hackathon Winner, 100+ participants, shipped in 48 hours.



Tools

Figma · FigJam · Framer · Notion · Hotjar · Miro · Maze ·

Midjourney · Claude · Claude Code · Adobe XD · Sketch



Education

Bachelors of Civil Engineering,
Gayatri Vidya Parishad,
Visakhapatnam (2015 – 2019)

Transitioned into design through self-directed practice and 6 years of professional application.



Contact

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