



About me

I am a product designer, storyteller, and design thinker. I navigate the world with a heart full of curiosities and excel at navigating through challenges while infusing a human touch into every pixel. I believe in not just crafting designs that look good but feel right

Experience

May 2024
to
Present

Lead Product Designer – Cashflo

- Cashflo is a financial management platform designed to streamline business operations. It offers solutions for managing cash flow, invoicing and other financial aspects of a business. By utilizing Cashflo, businesses can optimize their financial health and make data-driven decisions.
- Led the end-to-end design of a revamped Accounts Payable system. This involved architecting data flow from ERP systems, creating intuitive interfaces for various user roles to process invoices, and ensuring seamless integration back to ERP
- Successfully delivered a complete product within an aggressive 10 week timeline. Led the creation of a comprehensive design system from scratch while conducting thorough user research. Effectively managed multiple stakeholders, aligning diverse perspectives to drive impactful design decisions. Collaborated closely with engineering and product teams to ensure timely and successful product launch.

August 2023
to
May 2024

Senior Product Designer II – Mudrex

- Leading the design for the Investment Products pod at Mudrex, from collaborating with the Product team to identify problems, to ideating on several possible solutions, and creating designs
- Designed several investment tools, such as Buy the Dip, Stop Loss/Take Profit, and Mudrex Performance Score for tokens, to assist users in making informed investment decisions
- Taking up several design team initiatives and mentoring junior designers

January 2022
to
August 2023

Senior Product Designer I – Mudrex

- Mudrex is an early stage but fast paced fintech start up based in Bangalore that offers suite of investment products to users by making crypto more accessible
- Collaborated across different teams in the company, addressing various problem statements and shouldering the responsibility of not only identifying these challenges but also arriving at the most effective solutions
- Worked from scratch on Vault, Coins, several engagement features, entire UI revamp of mobile app

October 2021
to
January 2022

Senior UX Designer – FI Studioz

- Collaborated on several design projects for Deutsche Telekom, including the reimagining of Magenta TV, Halo, and XIT. This involved crafting design strategies, establishing design systems, and creating distinctive concepts tailored to their television space needs
- Led Vesta, a fraud detection product, and successfully maintained involvement in the project for over two years. Contributed significantly, engaging in system and user comprehension, conducting UX audits for diverse products, and playing a key role in developing multiple modules from the ground up based on the insights garnered from my team's research
- Worked on multiple projects spanned across B2B, SaaS, B2C products

August 2020
to
September 2021

UX Designer – FI Studioz

- FI Studioz is a design agency that focuses on simplifying enterprise UX and establishing an end-to-end product solution; everything from product design to front end development
- Worked on multiple products in various domains creating impact based solutions and documenting on UX design process for each feature, such as research findings, ideations, information architecture, wireframes, high fidelity designs and prototyping
- Gained proficiency with a range of interaction design, visualization, and rapid design prototyping tools

March 2020
to
July 2020

UX Design Intern – BFC Technologies

Worked as a UX Design Intern in this early stage startup and was involved in the design process of a B2B – Enterprise Storage Monitoring web application. Not just limiting myself to product design, I also got an opportunity to be involved in Customer Experience, Brand Experience and Service Design. I also worked on the Design System, Style Guide & Organisational Branding.

Education

June 2015
to
June 2019

Gayatri Vidya Parishad, Visakhapatnam

Pursued B.Tech at Gayatri Vidya Parishad, Visakhapatnam with Civil Engineering as a major. Learnt courses like Engineering Mechanics, Strength of Materials, Building Planning and Design etc which helped me develop an eye for sustainable design and technologies.



Top Skills

Design Strategy, Product Design, Design Research, Conceptualisation, User Research, Wireframing, Prototyping, Information Architecture, System Design, Usability, Testing, Project Planning and Management



Tools

Figma, Sketch, Adobe XD, Figma, Zeplin, and most other Digital Design, Handoff and Prototyping tools, AutoCAD, C Programming



Portfolio

supriyavulivreddy.com