

Srivatsa Rao

Experience & Product Designer

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EXPERIENCE

UX Designer

Qcue, Inc.

June 2018 - Present

- Leading the design for all Qcue products catering to **20+** live event promoters for web & mobile.
- Increased feature adoption rate (**+26%**) with redesigned Pricing application.
- Reduced onboarding efforts (**-50%**) with redesigned event strategy feature.
- Created and maintained a design system to enhance product quality and team efficiency.
- Worked with cross-functional teams to deliver high fidelity end-to-end prototypes and user flows.

Research Scholar

Texas A&M University

June 2017 - May 2018

- Utilized data modeling techniques to predict feature releases based on tone of publications, announcements, financial releases and news press.

Software Intern

Hughes Network Systems

June 2016 - August 2016

- Designed a customizable network status widget in Drupal and refined search filter to display accurate set of providers.
- Rapid prototyping and quick implementation with PHP and jQuery resulted in reduced load times by **50%**.

Associate

Cognizant Technology Solutions

Sept 2010 - May 2015

- Revamped user interface for a leading travel/hospitality firm to increase customer retention and acquisition.
- Improved net promoter score (**+40%**) by reducing web page load time and enhancing overall user experience.
- Heightened user interest by proposing SEO solutions for improving website page rank and visibility.
- Leveraged Google Analytics and Piwik to create a better booking experience.

SKILLS

Design

Sketch, Figma, Adobe CC
Invision, Marvel
Balsamiq, Webflow
Trello, Jira, Slack, Lingo

Development

HTML
SASS/CSS
Javascript
PHP, Python

Conceptual

UX Design
Product Design
Visual Design
User Research

Wireframing
Prototyping
Design Systems
Whiteboarding

Interaction Design
Personas
User & Task Flows
Usability Testing

EDUCATION

Certificate in UX

DesignLab, 2018

MS Management Information Systems

Texas A&M Univeristy, 2017

BE Computer Science

Anna Univeristy, 2010