

# Srivatsa Rao

Experience & Product Designer

www.srivatsarao.com

srivats.rao@gmail.com

+91 7358043285

## EXPERIENCE

---

### UX Design Associate Manager

Accenture

Mar 2022 - Current

- Leading design strategy and collaboration of a suite of **5** digital products catering to underwriters, managers, medical professionals and HR agents within the insurance domain.
- Designed user interface for **2 Generative AI-based** products increasing medical professionals' efficiency in reviewing documents by **75%** and reducing time in resolving queries for HR agents by **93%**. Placed Runner-up in **V360 Awards 2024** for innovativeness and efficiency.
- Contributing to implementation and adoption of revamped design system based on **WCAG AAA** standards and **design tokens**.

### UX Design Specialist

Accenture

Mar 2021 - Mar 2022

- Successfully led design efforts in creating **2 MVPs** and **6** end-to-end prototype concepts for prospective business initiatives.
- Initiated and implemented weekly design connects with design team to foster sense of community and camaraderie.
- Responsible for user research, information architecture, interaction and visual design, prototyping for multiple responsive products.

### UX Designer

Qcue, Inc.

June 2018 - Nov 2020

- Led and managed design activities 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.

### 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

July 2010 - June 2015

- Revamped user interface and leveraged user analytics for a leading travel/hospitality firm to increase customer retention, acquisition and booking experience.
- 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.

## SKILLS

---

### Design

UX/UI Design, Responsive Design, Wireframing, Prototyping, Design Systems, Whiteboarding, Interaction Design, User & Task Flows

### Research

Personas, Usability Testing, A/B Testing, User Interviews, Journey Maps, Competitor Analysis

### Tools

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

### Development

HTML, CSS, SASS, Javascript, PHP, Python

## EDUCATION

---

### Certificate in UX

DesignLab, 2018

### M.S. Management Information Systems

Texas A&M Univeristy, 2017

### B.E. Computer Science

Anna Univeristy, 2010