

## OBJECTIVE

Lead enterprise product research and strategy within a world's leading firm which is at an intersection of enterprise technology and consumer experience, to achieve best-in-class user engagement, retention, and long-term business growth.

## SKILLS

- Storytelling
- User Research
- Usability testing
- User-Centered Design (UCD)
- Design thinking
- Prototyping
- Wireframing
- Business Insights
- Consumer Behavior
- Cross-functional collaboration
- Stakeholder management
- Project management
- Acting

## SUMMARY

Lead User Experience (UX) Designer & Researcher with 11+ years of experience at top tech and media companies – such as HCL Tech and Sony.

Spearheaded Sony India's UX design team on key user research & usability testing projects, resulting in 6% increase in total viewers across digital and TV platforms over four years.

Worked on transformation of design systems for a Singaporean public utilities client, by developing automated design systems through stakeholder interviews, market research, and iterative design strategies.

Adept at translating complex user needs into intuitive and impactful designs. Collaborate cross-functionally with engineers, product managers, and business leaders. Known for strategic thinking, data-driven decisions, and fostering strong stakeholder relationships.

10+ years of Telugu film industry experience as actor and screenwriter in several prominent TV shows, feature films, and theatre performances. Participated in the hit reality TV show, "Big Boss," on Star MAA TV.

## WORK EXPERIENCE

HCL TECHNOLOGIES • LEAD DESIGNER, USER RESEARCH & STRATEGY • JUN 2022 – NOV 2023

- Spearheaded UX strategy for Singapore's PUB (Public Utilities Board), optimizing drainage and water reclamation systems, resulting in transformation of services.
- Developed wireframes for NetApp (data infrastructure company), enhancing web and mobile application usability, leading to 2% improvement in user engagement
- Analyzed user data insights to enhance UX across various internal projects on diverse business processes, driving 4.5% increase in user satisfaction
- Facilitated stakeholder collaboration, driving enterprise transformation and client vision achievement through effective mentoring and communication
- Collaborated with product managers and business leaders to design strategic roadmaps for Healthcare, Banking, and Manufacturing companies, aligning with their business objectives
- Utilized AI-powered design tools to craft compelling business proposals, analyzing user behaviors, market trends and competitor strategies, resulting in 3% increase in project win rate
- Led 3 workshops on optimizing UX for digital transformation

## UX CONSULTANT • UPWORK • NOV 2016 – MAY 2022 & DEC 2023 – PRESENT

- Collaborated with LXD Guild’s product experts, resulting in innovative teaching strategies for e-learning platform enhancement as measured through 2% improvement in learning program completion rates
- Led Design Thinking workshops, empowering 65+ designers to integrate empathy, creativity, and rationality in their UI/UX and product designs
- Organized pan-India UX design events for UX India Conferences, fostering community engagement and knowledge sharing among 600+ members across design students, top organizations, and design professionals
- Developed tailored business proposals for MSR (textile fashion brand), driving a client acquisition rate of 8.5%

## USER EXPERIENCE TEAM LEAD • SONY INDIA SOFTWARE • JUL 2012 – OCT 2016

- Led India’s UX Design team as part of Global User Research & Usability Testing department, to improve Sony products’ user experience and drive 6% increase in total viewers across digital and TV platforms
- Conducted 22+ internal usability testing sessions, providing actionable design recommendations to achieve individual project goals
- Established a state-of-the-art Usability Lab, facilitating effective usability testing sessions to help resolve product bugs, and improve user flows as well as overall performance from a speed and scalability standpoint
- Conducted in-depth stakeholder interviews, gathering valuable insights to redesign the user journey and interface for Sony Bravia Android TV app and improve customer satisfaction by 6%
- Collaborated with Japanese stakeholders on ethnographic studies to provide insights into digital, TV, and media consumer behavior across key metropolitan cities; increased average program ratings by 5%
- Designed high-ROI research tools including user surveys, questionnaires, and in-depth interview formats to enhance data collection efficiency and user participation
- Managed research projects’ lifecycle, ensuring timely completion within stakeholder-defined goals and standards
- Conducted 200+ usability sessions across diverse user demographics, resulting in key user insights and stronger product-market fit based on user feedback

## PREVIOUS ROLES

- TELUGU FILM PRODUCERS’ COUNCIL • ACTOR & SCREENWRITER • DEC 2013 – PRESENT
- INDECOMM TECHNOLOGIES • SR. QUALITY ASSURANCE ENGINEER • MAY 2010 – JUN 2012
- ELECTRONIC ARTS GAMES • QUALITY ASSURANCE ENGINEER • JUN 2008 – MAY 2010
- VERSATILE WORLD • PROJECT MANAGER • AUG 2007 – JUN 2008

## EDUCATION

---

Indian School of Business (ISB) – Digital Transformation Certification • 2022

Human Factors International (HFI) – Certified Usability Analyst • 2011

MVSR Engineering College (Osmania University Affiliation) - B.E. (Electrical & Electronics Engineering) • 2007

## ACHIEVEMENTS

---

- Received "Top Gun" Award at Indecomm Global Services for adaptability and quick problem-solving skills
- Achieved N5 certification in Japanese language proficiency, demonstrating basic communication fluency
- Organized UX India Conference; volunteered to host international speakers in 2015, 2017, 2018, and 2022
- Represented Sony India's UX design team globally in Japan and US, contributing ideas to the global research team
- Contributed to 60+ feature films, OTT and TV shows, including a short film selection for Cannes Film Festival
- My acting and screenwriting credentials can be found here – [IMDB](#) and [Wikipedia](#)
- My short film," Anukokunda" won top honors in the 48-hour film competition among 200+ entries
- Wrote, directed, and anchored a non-fictional healthy food show for" TeluguOne" channel which got 10.2Million subscribers.
- Completed Theatre Acting Course in Pondicherry, Adishakti and performed couple of plays in Bangalore and Hyderabad