

SRITHIKA SHEETAL SUVARNA

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SUMMARY

Product Designer with 3+ years of experience crafting intuitive, scalable products across telecom and finance. Known for translating complex data into clean, accessible designs that serve 100 M+ users at Verizon and 1 M+ investors at Sundaram Finance. Expert in Figma, design systems, and cross-functional collaboration, delivering high-impact solutions that drive engagement, efficiency, and business growth.

EDUCATION

INDIANA UNIVERSITY INDIANAPOLIS, Indianapolis, IN December 2024

Master of Science in Human-Computer Interaction

- Related Courses: 3D Augmented Reality Design & Development, IOT Interface Design Business Innovation, Psychology for HCI, Design thinking & Sensemaking, Visual design for User Interface

JAWAHARLAL NEHRU ARCHITECTURE AND FINE ARTS UNIVERSITY, Hyderabad, India August 2022

Bachelor of Architecture

- Certifications: Natural Building Workshop, Sacred Groves, Auroville
- Related Courses: Design Fundamentals and Principles, Human Factors in Design, Furniture & Product Design

EXPERIENCE

VERIZON WIRELESS SYSTEM, Remote, USA August 2024 - Present

Product Designer

Led end-to-end UX design for high-impact internal dashboard serving 100 M+ users at Verizon, streamlining complex data-heavy workflows through wireframing, prototyping, and iterative testing; improved task completion by 30% and reduced support tickets by 20% through agile collaboration with PMs, engineers, UX researchers, and designers.

- Led the end-to-end redesign of Verizon's "Usage Insights" dashboard module by applying design principles for information architecture, visual hierarchy, and responsive design to transform fragmented data tables into interactive data visualizations, driving a 25% increase in user engagement and 30% growth in self-service task completion.
- Drove a 20% reduction in support ticket volume by integrating contextual messaging, usage thresholds, and upgrade nudges; enabled scalable customer support deflection and unlocked \$5M in potential savings through revamped digital self-service adoption.
- Conducted usability testing, heuristic evaluations, and behavioral analysis in partnership with the centralized research team; applied insights to refine navigation, optimize user flows, and introduce contextual toggles, which led to a 15% lift in plan upgrade conversions.
- Developed and maintained a library of 20+ scalable, reusable design system components aligned with WCAG 2.2 AA accessibility standards, which enhanced sprint velocity by 30% and reduced QA handoff issues by delivering detailed specs, interaction documentation, and edge case definitions.

SUNDARAM FINANCE, Hyderabad, India January 2020 - November 2022

UX/UI Designer

- Increased goal creation by 40% and long-term plan adoption by 22% by transforming a static investment dashboard into a user-friendly, insight-driven experience, turning overwhelming financial data into clear, actionable visual flows for over 1M retail users.
- Upgraded first-time goal completion by 35% among new users by redesigning onboarding flows with behavior-based segmentation, simplified financial terminology, and streamlined task flows, leveraging user research, feedback loops, and collaboration with product teams to reduce friction and enhance engagement.

SKILLS AND ACTIVITIES

- Tools: Figma, Sketch, Adobe-Photoshop, XD, Illustrator, Wix, Framer, Rive, WCMS, HTML, CSS, Miro
- Skills: Design Systems, Information Architecture, User Research, A/B Testing, WCAG 2.2 AA Guidelines, Wireframing, Rapid Prototyping, Agile Methodology, User Interviews, Design Documentation, Data Analysis
- Volunteering: HANDS in Autism, Sarojana Girls Orphanage