Srinivas Kotha

UX Designer & Business Analyst

● 310-918-6482. ● srinivas.sai.kotha@gmail.com ● srinivaskotha.com (Portfolio) ● linkedin.com/in/srinivas-kotha ● US Citizen

A highly motivated creative UX designer and business analyst with 2+ years of experience, skilled in translating complex requirements into seamless and engaging user interfaces that leave a lasting impact on users. **Certifications**: Certified Google UX Design Professional, Data Visualizations with Tableau

Work Experience

UX Designer, SCAFT, Toyota North America ♀ Plano, TX — July 2024 – Present

- Collaborated with cross-functional teams to define and implement design systems and component libraries, designed reusable UI components in Figma, and created detailed documentation for design handoff with guidelines and best practices
- Assisted in UI Testing to ensure consistency on the application's UI to make sure it works well for users and the business.
- Utilized JIRA to create and manage tickets, track progress, and perform tasks implementing Agile Methodologies for efficient task delivery

UX Designer, Seven19 ♀ New York, NY — Apr 2024 – July 2024

- Conducted research, discovered new AI trends in healthcare market, and prepared presentations for design team and head of business growth
- Worked on developing BRDs and UI/UX design for the Mouais healthcare platform, intended to help patients by tracking and reminding the use of daily medication

UX Designer & Business Analyst, OrangePeople ♀ Irvine, CA — May 2023 – Apr 2024

- Played a pivotal role in the analysis and design of **TruthIn** nutrition app by conducting user interviews and surveys across diverse demographics and performing market research on competitors and user needs.
- Created wireframes, user interaction flows, and clickable prototypes enabling personalized diet plans based on health data. This app is integrated with eCommerce platforms for food ordering and delivery.
- Led usability testing and collaborated extensively with product and development teams to iterate on features, redesigned the search feature based on user feedback and improved the search success rate by 30% boosting user satisfaction.

UX Designer Intern, Bytes Consultancy Services ♀ Ashburn, VA — May 2022 – Aug 2022

- Collaborated with sales team to analyze and document business requirements, aligned with user needs and strategic goals; produced key deliverables such as BRDS, and user stories to support the website redesign.
- Redesigned the website and achieved a 30% increase in user engagement. Ran A/B tests on landing pages that improved customer conversion rates by 14%.

Projects

UX Designer, WealthWise — Jan 2024 – Present

- Designed a mobile app that engages college students in financial literacy education while providing integrated banking services, conducted market and user research, created wireframes and prototypes, and validated designs through usability testing

UX Designer, SleepTight — Jan 2023 – May 2023

- Led end-to-end design of a mobile app to improve youth sleep quality, conducted market research on sleep technologies, created a clickable prototype, and validated designs through usability testing, with plans to implement AI into the app.

UX Designer, Simply.Eats — Oct 2022 – Nov 2022

- Designed a mobile app offering budget-friendly recipes with meal planner, and integrated online shopping, delivery; developed wireframes and prototypes, and refined features based on user feedback.

Education

Bachelor of Arts in Design and Animation , The University of Texas at Dallas, Richardson, Texas

- Graduated in May 2023, Member of the UX Club at UT Dallas

Skills

Market & User Research	User Behavior Analysis	Tableau, Basic SQL
Requirements Gathering	User Experience Design & Product Design	Adobe Suite (Photoshop, Illustrator, Premiere, After Effects)
Business Requirements Documentation	Wireframing & Hi-Fi Low-Fi Prototyping	Lucid Chart
Data Collection & Analysis	A/B Testing & UI Testing	Microsoft Office(Word, PowerPoint, Excel, Teams)
Agile Methodologies & Scrum	Design Systems	JIRA, Notion
Stakeholder Communication	Figma, Adobe XD	3D Animation, 3D Modeling and Texturing
Cross Functional Collaboration	HTML, Python, JavaScript, React.js	Autodesk Maya