

Srinivas Kotha

UX DESIGNER & BUSINESS ANALYST

CONTACT

srinivas.sai.kotha@gmail.com

Mobile: 310-918-6482

Portfolio: srinivaskotha.com

linkedin.com/in/srinivas-kotha

Status: US Citizen

SKILLS and COMPETENCIES

- Market/User/Product Research
- Requirements Gathering
- Business Requirements Documentation
- Cross-functional collaboration
- User Behavior Analysis
- User Experience & Interface Design
- Wireframing & Hi-Fi Low-Fi Prototyping
- Data Collection and Analysis
- Functional and A/B Testing
- Agile Methodology
- Stakeholder Communication
- UI Validation / UI Testing
- Design Systems
- Scrum
- Figma
- Adobe Suite (XD, Photoshop, Illustrator, After Effects, Premiere)
- HTML, Python, Java
- Microsoft Office 365, Teams
- Jira, Notion
- 3D Modeling and Texturing
- Motion Capture Animation
- Maya Software

CERTIFICATIONS

Certified Google UX Design Professional
April 2024

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

Objective

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

Work Experience

UX Designer, Toyota North America, Plano

JULY 2024 — PRESENT

- Working as a UX Designer in the Toyota Supply Chain Team, SCAFT
- Collaborated with cross-functional teams to define and implement design systems and component libraries.
- Designed reusable UI components using **Figma** for applications and websites and created detailed **component documentation** for design handoff, including usage 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

APRIL 2024 — JULY 2024

- Conducted research, discovered new AI trends in health care market, and prepared presentations for design team and Head of business growth
- Currently working on developing BRDs and UI/UX design for the Mouais health care platform, intended to help patients by tracking and reminding use of their daily medication.

UX Designer & Business Analyst, OrangePeople, Irvine

MAY 2023 — APRIL 2024

- Played a pivotal role in the analysis and design of a consumer nutrition app, TruthIn, conducted user interviews and surveys across multiple demographics to gather insights on user preferences and pain points, completed market research on nutrition apps to analyze user needs and competitor features
- 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.

Summer UX Design Intern, Bytes Consultancy Services, Ashburn

MAY 2022 — AUGUST 2022

- Collaborated with sales teams to analyze and document business requirements, ensuring alignment with user needs and goals. Created essential documentation including BRDs, and user stories to modernize the company’s website.
- Redesigned the website using Figma, ensuring design best practices.

Projects

WealthWise, UX Designer

JANUARY 2024 — PRESENT

- Designed a mobile application that combines engaging college students into learning about financial literacy with providing banking services.

SleepTight, UX Designer

JANUARY 2023 — MAY 2023

- Designed and developed a mobile app aimed at improving sleep quality for youth, right from the concept to reality
- Conducted comprehensive research to analyze trends within the health and wellness sector, focusing on sleep tracking and enhancement tools such as wearable technologies
- Produced a clickable prototype emphasizing intuitive navigation and user engagement and performed usability testing sessions to validate design changes and iterated on features based on feedback from UTD faculty and user focus groups

Simply.Eats, UX Designer

OCTOBER 2022 — NOVEMBER 2022

- Designed a mobile app that teaches college students easy, delicious, budget-friendly recipes with a built-in shopping experience for online ordering and doorstep delivery. Created wireframes and produced a clickable prototype to enhance user experience.