

# Sindhusri Adidamu

UI/UX Designer

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Enthusiastic UI/UX designer confident to build products from scratch and experienced in creating design solutions enhancing user experience and visual design with background of bachelor's in computer science. A creative and innovative problem-solver who doesn't mind stepping outside the comfort zone.

## Work History

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**2022-03 -  
Current**

### **UX Designer**

*TCS, Bellevue, WA*

#### **SILICON VALLEY BANK**

- Created Product strategy and owned the product from end to end and am a solo designer on the team.
- Responsible for Conducting user research and gathering the requirements for implementing HR portal.
- Participated in design review meetings to brainstorm new UX developments through collaborative thinking planned for the launch.
- Organized a workshop and performed card sorting technique to optimize the existing information architecture for the portal.
- Created mockups and information architecture for the portal by identifying the user personas.
- Identified focus groups and conducted design testing and iterated the designs based on the feedback received.
- Collaborated with developers and business analyst to create intuitive user centric designs.

**2020-05 -  
2022-03**

### **UI and UX Designer**

*TCS*

#### **BANCS**

- Conducted heuristic user interviews to understand user insights about the application.
- Applied user-centered design to create intuitive websites and applications.
- Collaborated along with Product managers and developers for product development and to understand the constraints and feasibility of the designs.
- NPS score improved from 56 to 83 after improving the UI.

- Lead initiative of creating a subset of Design systems that has brought in design consistency across BANCS application.
- Optimized user's flows to convey the best navigation for users while using the product.
- Drove UI requirements through to implementation, complete with accurate sizing estimates and task breakdowns

**2020-05 -  
2022-03**

## **UI and UX Designer**

*TCS*

### **DEUTSCHE BANK**

- The client uses bancs solution as the underlying framework, and I was implementing the solution with customizations based on the requirements.
- Enhanced user experience by optimizing the user flow to access particular features of the application.
- Handled end to end designing of Account level, Managerial level modules for front office users.
- Collaborated with fellow designers and worked as a team for designing the payment screens of the product.
- Designed wireframes and mockups for clients and product managers.

**2021-02 -  
2021-05**

## **Eat Good**

*External*

### **Eat Good**

An integrated mobile application helping health-conscious individuals or people who wants to stay fit and healthy by providing home cooked tailored meals at doorstep.

- Conducted qualitative and quantitative research among 20+ people and consolidated the findings by affinity mapping to find user insights.
- Created user personas, user journey maps, user flow based on research to establish empathy with users and make design decisions.
- Did competitor analysis and crafted solutions based on the insights.
- Created wireframes, prototyping using adobe XD.
- Conducted user testing and revised the designs based on user feedback.

**2016-06 -  
2020-04**

## **IT Analyst**

*TCS*

- Have created sql scripts to run configuration manager reports and to check the health of the system.
- Documented procedures and business processes and shared information with appropriate stakeholders.
- Helped improve configuration operations by showing clear connection between current policies and business results.
- Organized system infrastructure documentation and operating procedures, strengthening controls and enhancing overall performance.
- Have got top band ('A') for two consecutive years.

## Education

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2012-03 -  
2016-04

### **B.Tech: Computer Science And Technology**

*Jawaharlal Nehru Technological University - Kakinada*

## Certifications

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2021-05

Professional Boot Camp in UI/UX Design from Design Boat

Udemy UX research and Design

Accessibility: How to Design for All (The Interaction Design Foundation)  
Credential ID - 137459

User Research – Methods and Best Practices (Interaction Design Foundation  
IxDF)  
Credential ID - 137459

## Tools

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**Wireframing & Prototyping** : Adobe XD , Figma, Miro, Balsamiq  
**Userflows** : Draw.io, Figjam

## Skills

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User Interface (UI) design

Card sorting

User Research

Prototyping

Wireframes

UX Research

UX Design