Shruthi Bollady

CONTACT

+91 99803 19807
shruthibollady@gmail.com

CONNECT

Portfolio   LINK

LinkedIn   LINK

Dribble   LINK

Behance   LINK

TOOLS

Adobe XD
Adobe In Design
Adobe Photoshop
Adobe Illustrator
Figma
Sketch

SKILLS

User Experience Design
Visual Design
Usability Testing
Typography
Web Design
Storyboarding
Prototyping
User Interface Design
Interaction Design
Branding & Identity
Information Architecture
Responsive Web Design
Wire framing
Illustration

EDUCATION

DJ ACADEMY OF DESIGN
Post-Graduation (2012 to 2015)

MOUNT CARMEL COLLEGE
Under Graduation (2009 - 2012)

LANGUAGES

English
Kannada
Tamil
Hindi

Product Designer

I am a user-centred product designer with a focus to find simple and thoughtful solutions for complex problems. By observing, listening, and learning from customers and end-users, I design innovative digital products that fulfil both user needs and business goals, resulting in frictionless experiences.

I have been working as a designer for 10 years, and have had the opportunity to work with Flipkart, Dvara, ShopX, Mindtree, Deloitte, Urban Ladder and more. I bring a unique combination of creative and strategic thinking and meticulous attention to detail to every project. My goal is to join a diverse, collaborative team where I can utilize my expertise as a designer to create simple and effective experiences that are a blend of intelligent aesthetics and functionality.

SHRUTHI BOLLADY DESIGNS
Lead Product designer (October 2024 to now)
Currently freelancing across multiple projects, including e-commerce platforms, software product development, and various other digital solutions. In addition to my freelance work, I actively mentor students in user-driven (UD) design through online platforms, sharing insights and guiding them to develop their skills in UI/UX design. This combination of freelance projects and mentorship allows me to continuously expand my expertise and stay current with industry trends.

VISTA PRINT
Sr. Product Designer (August 2023 to September 2024)
Designed the complete user journey, ensuring a seamless, intuitive experience by mapping every touchpoint and anticipating user needs at each stage.
Led multiple user testing sessions, gathering qualitative and quantitative insights to continuously refine and elevate the user experience. Analyzed user behaviours and feedback to identify pain points and implement actionable improvements.
Crafted user-centric experiences based on data-driven insights, leveraging user data, personas, and analytics to inform design decisions and deliver highly relevant, effective solutions.
Played an integral role as a member of a cross-functional triad team, collaborating closely with product, engineering, and design to align solutions with OKRs, drive key initiatives, and plan for each quarter to meet business and user goals.

EPICOR SOPFTWARE CORPORATION
Sr. UI/UX Designer (June 2019 to MARCH 2023)
At Epicor, I played a pivotal role in transforming a legacy software into a modern cloud-based solution. As part of the redesign process we Conducted in-depth user interviews, gaining critical insights that helped us understand the complexities of the SaaS platform and shape the visual design accordingly. Redesigned the platform's architecture and user journeys from the ground up, ensuring a more intuitive, streamlined experience for users. Led the planning and execution of user tests and experiments, using data to validate design choices and iterate on solutions for optimal usability. Thoroughly documented all experiments, user feedback, and design iterations, creating a comprehensive knowledge base that informed future design decisions and development.

SHRUTHI BOLLADY DESIGNS
UI/UX Designer (March 2019 to June 2019)
Contributed to an e-commerce project, Pocket Market, aimed at connecting farmers directly with consumers to disrupt traditional markets. Managed the project lifecycle from research and market analysis to design and development, including engaging with potential clients to tailor solutions and ensure successful implementation.

PENSAAR
UI/UX Designer (November 2017 to March 2019)
During my time at Pensaar, I had the exciting opportunity to collaborate with a diverse range of companies, including Flipkart, Dvara, Shopx, and many others. This role provided me with invaluable experience across multiple sectors in a fast-paced, dynamic environment, allowing me to learn and grow through short, impactful projects. Key highlights of my role included:
Collaborating with industry-leading companies across sectors, gaining hands-on experience with real-world challenges and contributing to innovative design solutions.
Working closely with exceptional leaders and cross-functional teams, absorbing insights from experienced professionals and sharpening my skills in UX design, strategy, and user research.
Facilitating design thinking workshops for renowned organizations like Mindtree and Titan, helping to drive ideation, problem-solving, and user-centered innovation.
This role was a unique opportunity to apply design thinking in varied contexts and work on impactful projects with high-caliber teams.

URBAN LADDER
UI/UX Designer (June 2015 to September 2016)
As a UX Designer, I led and contributed to projects that blended cultural research, user-centered design, and digital tool development to enhance the end-to-end experience of kitchen and interior design planning.
Conducted a nationwide research study to understand customer mindsets, behaviours, and cultural nuances related to kitchen design across India.
Collaborated with internal teams to develop a bespoke design app used by in-house designers for planning wardrobes and interior spaces.
Created UX flows, wireframes, and high-fidelity screens that enabled designers to generate instant designs and quotes, improving efficiency and client satisfaction.Designed modular kitchen cabinets and various unit configurations tailored to diverse user needs and regional preferences.
Actively engaged with customers to help them visualize and build their ideal kitchens, providing both conceptual and functional design guidance.