



# Product Designer

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I am a user centered Product designer with over 10 years of experience. Over the years, I had had the privilege of working for market leaders like Flipkart, Urban Ladder, Epicor and more. I get great satisfaction in transforming legacy systems into intuitive SaaS platforms. I have lead cross functional trial teams to align with design and business OKRs, I believe in Designing products with data driven insights, usability testing and running quick experiments.

## MY EXPERTISE

### Leadership

I have lead design teams, conducted design workshops collaborated with cross functional teams and mentored junior designers through my experience.

### Design & Research

I am an expert in Data driven design, running experiments, Visual and UI design, designing Information Architecture for the product and transforming SaaS products.

## SHRUTHI BOLLADY DESIGNS

### Lead Product design Consultant (October 2024 to now)

I have the privilege of selecting my projects. Thus far I have worked on E Commerce products, software development, websites and more. In addition to my freelance work, I mentor students in user-driven design through online platform. I share my experience and help students develop their skills in 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)

With a design team of over a hundred strong all over the world, the company is highly driven by data and number for most decisions. I was a triad lead, and leveraged user data and analytics to make design decisions and help the team deliver user centered designs solutions. As the key member of the triad, I helped plan the OKRs and business goals for the quarter and helped deliver them along with my team. I helped design and lead user testing sessions, run experiments on the product platform that not only aided the business but also helped the team identify pain points and implement actionable improvements.

## EPICOR SOFTWARE CORPORATION

### Sr. UI/UX Designer (June 2019 to MARCH 2023)

While at Epicor, we played a pivotal role in transitioning the 40+ year old legacy product to a modern cloud based product. We designed the design system from scratch, improving usability, making the system modular and helping with scalability. We re-engineered the platform architecture to make the system more intuitive. I managed and executed the user testing and ran experiments to collect data and validate design choices.

## PENSAAR

### UI/UX Designer (November 2017 to March 2019)

I had the incredible opportunity to partner and work with market leaders like Flipkart, Shop X, Dvara and more to solve real world problems in a fast paced environment. I also facilitated design thinking workshops for organizations like Mindtree, Titan, Deloitte and more to drive problem solving and user centered innovations.

## URBAN LADDER

### UI/UX Designer (June 2015 to September 2016)

At my first place of full time work, I helped develop a bespoke in house app for interior designer within the company. Making their job of designing modular furniture at a clients site quickly and efficiently. I created high-fidelity wireframes and UX flows that allowed designers to generate instant quotes, improving client satisfaction.

## CONNECT

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## 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