



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