



Sai Devaki Nandan Tripurari

Experienced Design Thinker seeking a position to help businesses in improving their digital experiences

WORK EXPERIENCE

UX Consultant, SmartBots.AI

September 2022 — Present

- Identified areas where user experience can be improved through customer journey map and implement those enhancements in the website
- Worked with the Marketing team and the C-suite Executives in creating the Design system

Service Design Consultant, Business NEXT

June 2022 — July 2022

- Identified the areas in increasing the retention rate of the employees and improve their experience by implementing podcasts with the leadership team

Asst Manager UX Design, EC Council pvt ltd

October 2020 — March 2022

- CyberQ- Redesigned the immersive learning platform for ethical hackers.
- Ec council university - Redesigned the website and increased the **leads by 350%**
- Managed a team of visualisers, and designers and collaborated with developers.
- Collaborated with the marketing team to create a confluence around user research and market research

Customer experience Consultant, SBI CARDS

August 2019 — September 2019

- Designed a separate queue management system and created a new credit card application system through the kiosk machine
- It will be implemented in more than **20000 branches** all over India

UX Consultant, Batterdukaan.com

July 2019 — October 2020

- Enhanced the customer journey for delivery and warranty claims.
- Changed the Design and enhanced the customer journey on the website resulting in an increase in the number of **new users by 250%**

UX consultant, Village Energy

March 2019 — April 2019

- Designed the working prototype of the village energy mobile app for usability testing.
- Collaborated with the UX research team and APSPDCL (Govt of Andhra Pradesh)

Virtual Reality Designer, Realpage India

September 2015 — June 2019

- Designed Virtual reality tours for 100s of properties.
- Increased team productivity by designing an asset library browser that maintains VR assets, resulting in an **11% boost** in output.

PROFILE

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Be devakinandan.co.in

CERTIFICATIONS

Human factors Engineering and Advanced Cognitive systems Design - IIT Bombay

2019

Fundamentals of UX Design - Imagin XP

2018

Awards & Recognitions

Best Employee - EC Council pvt ltd

Best Employee Awards
Realpage India 2018, 2019.

1st prize in Realpage Hackathon category - KNOW YOUR INDUSTRY 2019

EDUCATION

MIT

Pune Maharashtra
Present

PG - Design thinking and Digital Transformation

Sri krishnadevaraya University

Ananthapur, Andhra Pradesh
2014 - 2017

B.Sc.- Computer Science

Skills

Design:

Illustrations & UI Graphics, User flows, Wireframes & mockups with figma sketch adobe xd, Style guides

Prototyping:

Rapid prototyping using figma, XD, Invision.

Research:

Task analysis & persona hypothesis, A/B Testing & experiment, Affinity mapping, Cognitive walkthrough

Collaboration

Self Starter, Detail Oriented, Flexible, Communicative, Design Critique.