

Sravan Kumar Krovvidi

Maryland, US

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OBJECTIVE

Dynamic UX Designer with over 7 years of progressive experience, skilled in end-to-end journey design and collaborative project execution. Seeking to leverage expertise in delivering innovative and practical solutions, through expertly crafted user experiences.

EDUCATION

University of Maryland Baltimore County
Masters of Science in Human Centered Computing
● **Grade: 3.7**

Maryland, US
Jan. 2022- 2023

Jawaharlal Nehru Technological University
Bachelors of Engineering in Computer Science

Telangana, India
Apr. 2011-2014

WORK AND LEADERSHIP EXPERIENCE

UMBC
UX Designer

Maryland, US
Feb 2024 – Present

- Utilize research skills to gather insights that inform UX design decisions, ensuring digital products meet the needs of diverse user groups, including students in remote learning environments.
- Apply knowledge of human-centered design principles to collaborate effectively with interdisciplinary teams, ensuring that UX solutions align with educational objectives and user needs.
- Communicate research findings and design recommendations clearly and effectively to stakeholders, advocating for user-centric design approaches in educational technology.

ACCELQ
UX Designer

Telangana, India
Jul 2020 – Dec 2021

- Led UX enhancement initiatives for automation testing platforms, increasing user engagement by 4% through redesigned modules.
- Collaborated with product, strategy, and engineering teams to optimize test automation processes, increasing efficiency and reducing setup times.
- Introduced the Mobile View Recorder feature, significantly expanding the platform's mobile testing capabilities and market reach.

FREYR GLOBAL SOLUTIONS
UX Lead

Telangana, India
Apr 2020 - Jul 2020

- Developed UX strategies for KonnectCo, enhancing user interactions and productivity with a 25% increase in overall productivity.
- Created user journey maps and interactive prototypes, improving the onboarding process efficiency by 30%.
- Mentored junior designers, fostering a collaborative team environment that enhanced the quality and efficiency of design outputs.

TVISHA TECHNOLOGIES

UX Designer

Telangana, India

May 2016 – Apr 2020

- Drove a 21% increase in user engagement for Troop Messenger by leveraging user feedback to optimize UX and interface design.
- Contributed to a 3% revenue increase by enhancing user session duration and overall interaction with the application.

CAMPUSIFY

UX Designer

Telangana, India

May 2014 – Apr 2016

- Trained over 500 students in UX principles, enhancing their practical skills and industry readiness.
- Launched Maynu, a platform supporting local dining, successfully onboarded 30 restaurants, and enhanced customer engagement.

SKILLS & INTERESTS

TOOLS

Figma, Adobe XD, Sketch, Photoshop, Axure RP, Justinmind, Hotjar, UserTesting, Survey Monkey, Framer, Illustrator, InDesign, After Effects, Invision, Balsamiq, Miro

PROGRAMMING

HTML / CSS, JavaScript, jQuery, Bootstrap, Sass / Scss

DESIGN

User Research, Design Strategy, User Interface, Web Design, Responsive Web Design, Service Design, Storytelling, Design System, Prototyping, Wireframing, Whiteboarding

SOFT SKILLS

Strategic Communication, Problem-Solving, Agile Project Management, Team Collaboration