



PADMAVATHI DEVI VERROJU

USER EXPERIENCE DESIGN ARCHITECT

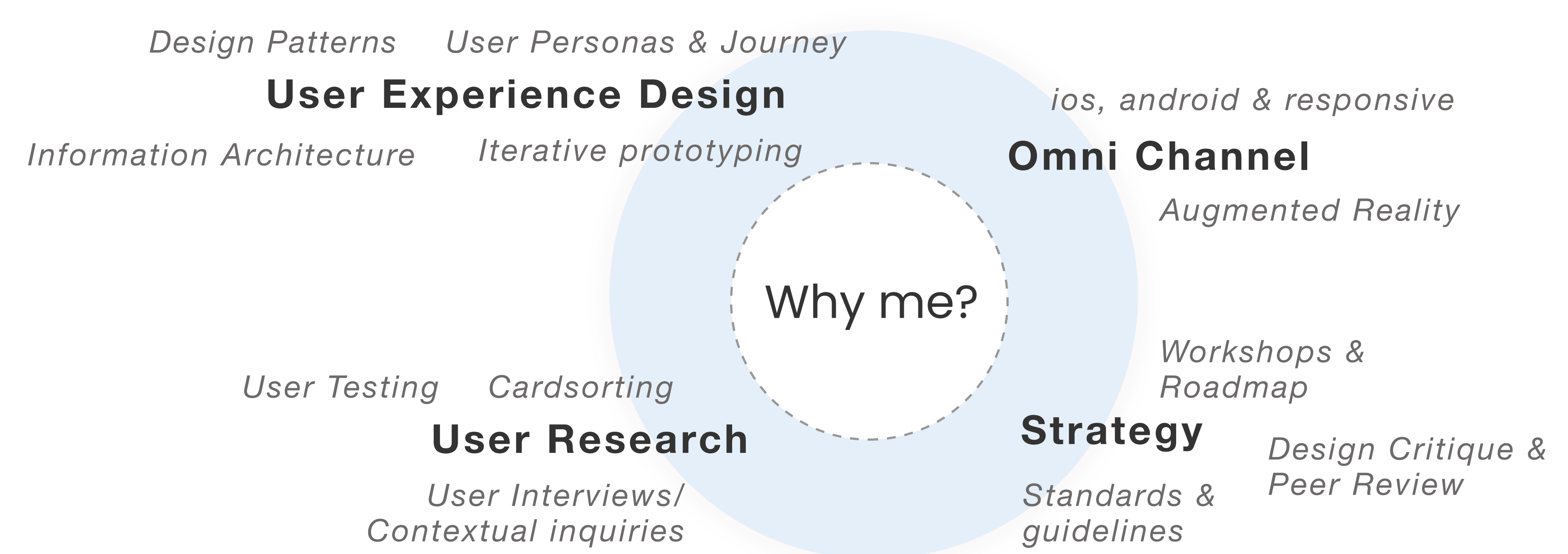
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Design Portfolio <https://www.behance.net/pvdevie5c8>

3D Creative shots <https://dribbble.com/padma1307>

<https://www.linkedin.com/in/pvdevi/>

<https://drifteriam.com/>



About me

I started my career as graphic designer and I learned UX design principles and methods on the job. It's almost 18+ years now I have been in this design space. In this journey I have designed experiences within complex business domains include Banking, Corporate Tech, Pharma, Oil & Gas etc. I bring in hands on expertise in designing omnichannel experience including mobile, web, kiosk, print and now AR. From age old waterfall to current lean agile environments, I have proven ability to develop and implement UX design strategies that align with business goals and objectives.

I have successfully built and nurtured high performing design teams of Interaction designers, visual designers in my career and provided them with guidance and mentorship. Coached the teams to deliver the highest levels of UX design craft by ensuring strong planning, estimation, and execution on design projects.

As design leader, I advocate for users' perspective while collaborating with product owners and engineering teams. This helps the team to plan better product roadmap, gather requirements and structure of work. Evangelize the success stories of the product design to larger leadership team and give them sense of impact that can be created with UX driven approach.

WORK EXPERIENCE

Vice President, UX Design

JP Morgan Chase & Co, Hyderabad (Jul 2016 - Present)

Manage team of UX and UI designers and oversee artifacts including user research data, user flows, prototypes to ensure delivery of best in class inclusive experiences for investment banking applications.

Coach product teams on the usage of user centered design with emphasis is on persona driven design and with an end goal to achieve consistency, reusability, and commonality that can be leveraged as best practices among LOB applications.

Driving efforts to establish for Tech Ops collaboration by partnering with cross-functional teams, including Ops users, product owners, engineering and research with main goal of embedding UX design into product lifecycle.

Running various workshops including design thinking, MoSCoW, A/B testing to set direction for product design and plan for required product design concepts using existing design system. Thus driving long term product vision for the application while ensuring progress towards reaching the vision with current feature development.

Work with international counterpart teams and assist in establishing a global UX practice and methodology that is focused on user-centered design principles.

Building/coach the design team and foster a culture of continuous learning and growth within organization.

Support various horizontal initiatives within LOB to identify opportunities for UX engagement based on product and user needs.

Senior UX Designer

ADP India Pvt Ltd, Hyderabad (Nov 2014-Jul 2016)

Working with product owners to discover customer needs and create innovative design solutions for HCM apps (Leave & Absence, Team calendar)

Define, guide and drive implementation of user experience best practices with development and quality teams. Responsible to define UX deliverables (user journeys, task flows, prototypes).

Presenting design concepts and storyboards to larger stakeholder group. Partner with User research team to identify scenarios, build prototypes to test with end users and iterations to design.

Involved in candidate screening process and onboarding for UX resources at India location

UX Consultant

Tech Mahindra Ltd, Hyderabad (Mar 2011-Oct 2014)

Creation of UX deliverables such as task flows, sitemaps, low- through high-fidelity prototypes, and specifications. Present UX design concepts to internal stakeholders, clients and agency partners.

Lead and mentor team of information architects, visual designers and UI developers. Collaborate with technical architects and project managers to define project deliverables, resource allocations, and schedules.

Contributing to UX COE within organization by defining UX delivery process, onsite/ offshore models, creating re-usable UI components etc

Sr. Interaction Designer

Oracle India, Hyderabad (Nov 2008 - Mar 2011)

Set product direction and UI requirements based on business and user needs. Collaborate with product managers, engineers and research specialists to define user experience.

Conceptualize and visualize the product from scratch. Deliver information architecture, design specifications and high fidelity HTML prototypes.

Participate in card sorting exercises. Coordinate with Usability engineers on site visits and conduct usability lab tests.

Interaction Designer

Satyam Computers Pvt Ltd, Hyderabad (Jun 2005 - Oct 2008)

Worked with clients like Merrill Lynch, Citigroup, British Petroleum, and GSK. My role was to understand the user needs, their goals, tasks and design experiences using rapid prototyping technique.

Successfully led the UI team (small to medium) in planning, design and development phases. Managing and prioritizing overall product direction in terms of features and UI design.

I was also part of Solutions Architecture team for Satyam UXM and my role as SArch team member include responding to RFP's by providing solution overview and ensure UCD process in key accounts. I was also involved in handling business presentations, design walkthroughs with clients.

UI Designer

Mid Sized Companies, Hyderabad (2002 - 2005)

Created quick prototypes to simulate scenarios for usability testing session with the target users. Iterated based on the feedback.

Working with larger design team to come up with rich visuals adhering to client's UI standards.

Poster & Brochure designs, Flash animations and webpage visual design.

EDUCATION

B.Sc Life Sciences (Genetics, Chemistry and Microbiology)

Osmania University, Hyderabad (2000)

CAREER HIGHLIGHTS

- Set up Ignite UX COP within JPMC in 2019.
- Lead UX efforts to deliver student curriculum app for an NGO as an initiative via JPMC Force for good program in 2018.
- Worked as Secretary for JPMC Toastmaster in 2017.
- Lead the initiative to set up Dogfooding terminals @ ADP Hyd office.
- Certified Enterprise Architect by Mahindra Satyam in 2012.
- Presented case study on "Fusion user experience design" at OHSUC (Oracle Health Science User Group), Houston, Texas, USA In 2008.

I AM GOOD AT

Heuristic Analysis	★ ★ ★ ★ ☆
Task Flows & Scenarios	★ ★ ★ ★ ☆
User Journeys	★ ★ ★ ★ ☆
User Personas	★ ★ ★ ★ ☆
Information Architecture	★ ★ ★ ★ ☆
Wireframes	★ ★ ★ ★ ☆
Clickable Prototypes	★ ★ ★ ★ ☆
Usability Testing	★ ★ ★ ☆ ☆
HTML & CSS	★ ★ ☆ ☆ ☆

TOOLS I AM EFFICIENT WITH

- Figma
- Adobe Creative Suite
- Sketch
- Invision
- Balsamiq

INTERESTS OUTSIDE WORK

Writing Blog. My niche is writing on my travels. I have

Travel blog
www.drifteriam.com

TheUnknownLanes - Youtube Channel
<https://www.youtube.com/channel/UC4lhbprNd4FvSSnhy-n1QDQ>

INVISION WORKS

(If you click anywhere on the prototype, you can see hotspots blinking. Use them to navigate)

- **Architecture studio website theme:**
<https://invis.io/NAYPI7HGFEW>

- **Booksharing among friends (my pet project in inception):**
<https://invis.io/PCWYQNLFBMW>