VENKATA PRASANT POODIPEDDI

SENIOR PRODUCT DESIGNER

CONTACT

📞 470.775.3512

✉ prasantvpoodipeddi@gmail.com

📍 Boulder, CO

🌐 prasantdesigns.com
linkedin.com/in/prasantpv

EDUCATION

Master of Science in Applied Computer Science

Northwest Missouri State University, Maryville, MO | Dec 2017
GPA: 3.55/4.00

Bachelor of Technology in Computer Science

GITAM University, Visakhapatnam, India | May 2015
GPA: 7.86/10.00

SKILLS

UX skills: Visual design, Wireframing, Prototyping, Micro-interactions, Journey maps, Qualitative and Quantitative UX research, Interaction design, Usability testing, Storyboarding, Accessibility, Problem-solving, Agile methodology, Critical thinking, Heuristic evaluation, Branding, Front-end development
Tools: Figma, Miro, Adobe XD, Sketch, Invision, Axure, Balsamiq, After Effects
Programming: HTML, CSS, JavaScript

CERTIFICATIONS

IBM Design Thinking Co-creator (April 2022)
IBM Enterprise Design Thinking Practitioner (March 2021)

SUMMARY

Seasoned **Product Designer** with **8 years** of experience in **diverse industries**, including health care, insurance, e-commerce, automotive, and IT, working in **B2B**, **B2C**, and **B2B2C** environments across enterprise and startup settings. A knack for **identifying edge cases** and delivering **visionary solutions** that enhance user experiences.

EXPERIENCE

HP Inc.

Senior Product Designer | Remote | October 2022 - Present

▪ Drive key features of Workforce Experience – a B2B SaaS web app for IT admins in **collaboration** with product managers, developers, designers, UX researchers, and content writers to increase employee productivity
▪ Lead workshops on market analysis, edge cases, and feasibility
▪ Reduced **25% of ServiceNow incidents** within 3 months and increased **15% customer base**

Ford Motor Company

UX Designer | Dearborn, MI | April 2021 - August 2022

▪ Redesigned 'Performance Analytics for Connected Engineering' (PACE) – a SaaS web app for internal engineers that monitors the Ford Connected Vehicle Ecosystem, by **partnering with data scientists** and product owners
▪ Reduced data visualization **load time by 24%**, **decreased user time** for major tasks **by 23%**, and **boosted user base by 5x** within 4 months of release

Humana

UX Designer | Louisville, KY | March 2018 - April 2021

▪ Redesigned Humana.com by creating **an improved design system** aligning with **WCAG 2.1 guidelines** in a cross-functional team. Achieved a remarkable **15% increase** in returning Medicare and Medicaid **users** (~*89,000*) within 8 months.
▪ Revamped the legacy B2B2C Agent Portal web app for insurance agents to streamline their key tasks incorporating the new brand guidelines. **Reduced task completion time** significantly by an average of **16%**.

Senior World

Creative Design Manager | Gurgaon, India | May 2015 - June 2016

▪ Designed an **accessible** B2C e-commerce website for **senior citizens** that features Consumer Electronics, Travel, and Health Care products
▪ Generated **over 20,000 visits per day** within a year