Sriya Bandarupalli

User Experience Designer

With hands-on experience designing for B2B and SaaS platforms and enterprise systems, I specialize in building user-friendly, impactful solutions that address real challenges. I enjoy collaborating with diverse teams, learning new tools, and applying design systems and storytelling to create intuitive, memorable user experiences

LinkedIn↗

Portfolio↗

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Experience

UX Designer, GravityDrive
Indianapolis, US
Jan 2024 – Dec 2024

- I worked closely with stakeholders to understand their challenges with VR training programs. Through **user interviews**, I identified key pain points and unmet needs, which shaped the direction of my design approach. I applied **Design Thinking** and created an **information architecture** that aligned with platform goals. Using Figma, I developed high-fidelity prototypes, ensuring they were consistent and scalable by following a **design system**. I conducted concept evaluations and **usability testing** to validate if the designs met the user needs.

UX Researcher, Indiana University
Indianapolis, US
Aug 2023 – Dec 2024

- I led **user research** and design for public displays, focusing on understanding user needs through lab and museum studies, surveys, and usability testing. I used these insights to redesign interactive body gestures and create **engaging data visualizations** in Unity. Collaborating with the **cross functional team**, I developed high-fidelity prototypes in Figma, refining the user journey to create an intuitive and inclusive experience. My work connected research findings to design solutions, ensuring the displays resonated with diverse audiences.

UI Developer, IBM
Bangalore, India
Feb 2021 – Dec 2022

- I designed and deployed user-friendly interfaces for Salesforce Service Cloud within a **B2B SaaS framework**, simplifying workflows and enhancing usability. I collaborated on optimizing information architecture, created interactive prototypes in Figma, and developed a **scalable design system** in Salesforce Lightning to ensure global consistency. Using **Agile methodologies**, I supported quality assurance and successfully launched a healthcare website for Baxter.

UI/UX Design Intern, NIC
Hyderabad, India
May 2019 – July 2019

- I designed and developed a project monitoring website using modern **JavaScript** frameworks and UI elements designed in Figma. I iteratively redesigned the website based on user feedback and developed a design system with a comprehensive documentation for **developer hand-off** and ensure consistency across the website.

Skills

Design
User Flows, Information Architecture, Wireframing, Rapid Prototyping, Design Documentation, Motion Graphics, Design Systems, WCAG Guidelines

Research
User Interviews, Market Analysis, Literature Review, User personas, Usability Testing, Customer Journey Maps, Accessibility, Quantitative and Qualitative Research, A/B Testing

Education

MS in Human Computer Interaction
Indiana University, Indianapolis
Jan 2023 – Dec 2024

B.Tech in Computer Science Engineering
GITAM University, Visakhapatnam
Jun 2016 – Jun 2020

Leaderships and Recognitions

Best in Show Award
Won Best in Show at Graduate Capstone Event

Head of Outreach, Graphic Designer
Managed outreach and social media for IU's Prevention Peer Education Program.

Tools

Programming Languages
HTML, CSS, JavaScript, Salesforce, Salesforce Lightning, ReactJS