

MALLIKA BHADIRRAJU

 mallikabhadriraju.com

 720-485-0222

 bhadrirajumallika@gmail.com

 codepen.io/mallikabhadriraju

Profile Summary

- UX/Product Designer with 12 years of experience building enterprise SaaS applications and AI-driven products in B2B & B2C domains.
- Led end-to-end product design from discovery through high-fidelity delivery across multiple enterprise products.
- Led cross-functional collaboration with designers, ML engineers, full-stack teams, and product managers to ship products.
- Designed data-intensive workflows and scalable multi-platform user experiences across iOS, Android, tablet, and desktop interfaces.
- Designed complex dashboards and data visualizations for engineers, analysts, and technical SMEs.
- Designed AI-driven platforms that reduced decision-making time by up to 40% for stakeholders and users.
- Designed trustworthy AI experiences for high-risk domains with deep expertise in WCAG-compliant accessibility and inclusive design.
- Mentored interns and junior designers through design reviews, structured feedback, and career development support.
- Highly skilled in Figma, Photoshop, Cursor, and modern prototyping tools.
- Working knowledge of HTML, CSS, JavaScript, React, and Python, grounded in a passion for ethical, user-centered AI.
- Specialized in UX design, interaction design, rapid-prototyping and usability testing.
- Currently pursuing a Master's in Computer Science with a specialization in HCI & AI.

Skills

- Product Design, UX Design, UX Research, Interaction Design, Human Computer Interaction, Design Systems, 3D Modeling, AR-VR Design, Prototyping, GPT (Vibe coding), Prompt Engineering, Cursor, Front-end Development, Usability Testing.

Tools

- Framer, Figma, Figjam, Canva, Sketch, Webflow, Adobe Creative Suite (Photoshop, Illustrator), After Effects, Blender, UserTesting, Python, HTML/CSS, JavaScript, React, Flutter, JIRA, MIRO, Keynote, Notion, Microsoft Azure DevOps.

Certifications

- UX Research and Design Certification. University of Michigan, Ann Arbor, 2020.
- Full Stack Software Development Certification. University of Texas, Austin, Current.
- Computer Programming Certification. University of California, Santa Cruz, 2024.
- Artificial Intelligence - Machine Learning Certification. University of Texas, Austin, 2024.

Education

- M.S. Computer Science. Specialization: HCI, AI. Georgia Institute of Technology, USA, Current.
- M.S. Electrical Engineering. Wright State University, USA, 2014.
- B.E. Electronics & Communications Engineering. Osmania University, India, 2012.

Professional Experience

Product Designer. Clients: Halliburton, Vontier

2022- 2025

- Halliburton: Conduct end-to-end product design by translating user needs and business goals into intuitive, accessible solutions. Perform product audits and usability testing to gather insights and apply feedback iteratively. Deliver high-quality designs to improve the workflows of critical business applications by making complex data more accessible and actionable to B2B and B2C customers.
- Vontier: Led the design and research for a \$1M project in the transportation industry, resulting in the creation of a performance monitoring dashboard. This initiative received unanimous funding approval from venture teams. Delivered designs which effectively met both user and business needs.

UX Designer. Clients: Microsoft, Hewlett Packard Enterprise

2019 - 2022

- Microsoft: Redesigned .NET homepage for customers in ML developer community that resulted in a 15% lower bounce rate, idealistic session duration, high page views per visit, and better user engagement.
- HPE: Designed a server monitoring dashboard - by synthesizing server installation data and creating prototypes to help engineers monitor server metrics - that received positive peer reviews and good usage rates.

UI Designer. Clients: Wells Fargo, Deloitte, BCBS, State Farm

2014 - 2019

- Designed high-accuracy, accessibility-compliant interactive forms to help clients provide a better user experience for their end customers.
- Collaborated with business analysts, product managers, designers, developers, testers, and deployment teams to design products that resulted in ~7% increase in the hit rate, and ~33% increase in user satisfaction ratings.