MALLIKA BHADRIRAJU

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SUMMARY

UX/Product Designer with experience in designing software applications for Fortune 500 companies in technology and finance domains.

SKILLS

Product Design, UX Design, UX Research, Interaction Design, Human Computer Interaction, Design Systems, 3D Modeling, AR-VR Design, Prototyping, Front-end Development, Usability Testing.

TOOLS

Framer, Figma, Sketch, Webflow, Adobe Creative Suite, After Effects, Blender, UserTesting, Python, HTML/CSS, JavaScript, 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.

PGP in Artificial Intelligence - Machine Learning
University of Texas, Austin, 2024.

EDUCATION

M.S. Computer Science. Specialization: HCI
Georgia Institute of Technology, USA, Current.

M.S. Electrical Engineering
Wright State University, USA, 2014.

B.E. Electronics & Comm. Engineering
Osmania University, India, 2012.

EXPERIENCE

Product Designer   2024 - Current

Client: 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.

UX Designer   2019 - 2023

Clients: Microsoft, HPE, Vontier

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.

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.

UI Designer   2014 - 2019

Clients: Wells Fargo, Deloitte, BCBS, State Farm

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.