

# SREE MEDAPUREDDI

## Lead Product Designer

Harlur, Bengaluru, Karnataka

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## SUMMARY

Product Designer with 3+ years of experience, having started full-time during college to build a strong foundation in B2B SaaS and startup environments. I specialize in simplifying complex workflows and designing intuitive, scalable experiences that align with business goals and deliver measurable impact. Known for driving cross-functional collaboration and translating user needs into strategic design decisions.

## PROFESSIONAL EXPERIENCE

### Lead Product Designer

Oct 2022 - Present

Hopstack Warehouse Automation | Bangalore, Karnataka

- Designed and delivered key features for **Hopstack's SaaS platform**, improving operational efficiency and enhancing user experience across major client workflows.
- Created a scalable, **WCAG-compliant design system**, reducing developer implementation time by **20%** and ensuring visual consistency across products.
- Overhauled the mobile app with glove-friendly interfaces, leading to a **40% increase in warehouse user adoption** and improved customer satisfaction.
- Initiated and led the redesign of the Warehouse Manager Dashboard, enabling faster task execution and better real-time decision-making through a metrics-first UX approach.
- Partnered with product managers, engineers, and stakeholders to align design outcomes with business goals, directly influencing the product roadmap.
- Conducted extensive user testing and feedback loops, **optimizing flows and improving task completion rates by 25%** across critical operations.

### Product Designer

Sep 2021 - Sep 2022

Qweach Tech | Canada (Remote)

- Defined and designed user flows across Qweach Tech's IT solutions suite, improving user onboarding **efficiency by 30%** and **reducing customer churn during initial setup by 18%**.
- Collaborated with leadership on building client dashboards and internal tools that helped cut customer support tickets by 25% and improved **task success rate by 22%**.
- Introduced intuitive interaction patterns and modular UI components, which reduced development turnaround time by **35% for new feature rollouts**.
- Partnered with the business development team to refine proposal flows and pricing UX, contributing to a **15% increase in successful client conversions**.
- Conducted lightweight testing and prototype demos with early clients, leading to faster design iteration cycles and improved **CSAT scores by 12%** in the second quarter post-launch.
- Designed email templates, login experiences, and web touchpoints that supported a **20% increase in return logins** and improved daily active usage across pilot customers.

## UX/UI Designer

Nov 2021 - Jan 2022

Chrysalides Tutorials | Pune, Maharashtra

- Led the end-to-end redesign of an educational platform, **boosting user engagement by 20%** and improving satisfaction scores among students and educators.
- Conducted deep user research, developed detailed personas, and translated insights into actionable design strategies that **improved usability and learning outcomes**.
- Facilitated iterative usability testing, **reducing task completion time by 15%** through continuous refinement of navigation and workflows.
- Executed a brand refresh that enhanced visual identity and strengthened the platform's market positioning.
- Streamlined website navigation and content structure, improving user journey clarity and reducing bounce rates.

## UX/UI Designer

Aug 2021 - Dec 2021

Dyana - Children's Emotional Learning App | Pune, Maharashtra

- Designed accessible mobile app interfaces for children with disabilities, improving usability and engagement by **15%**.
- Implemented accessibility best practices and led usability testing sessions that enhanced overall **retention by 20%**.

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## SELECTED PROJECT HIGHLIGHTS

### Amazon FBA Integration

- Designed a seamless Amazon FBA integration feature, solving data synchronization issues and reducing order processing time by 25%.

### Hopstack Ignite

- Simplified complex inventory management workflows for non-technical small-business owners, leading to a 30% operational cost reduction and higher product adoption.

### Qwech Tech (Global IT Consultancy)

- Designed adaptive user flows and contextual prompts that increased first-week user engagement by 28% and improved repeat session rates by 21%, helping early B2B clients showcase ROI faster and reducing onboarding drop-offs.

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## CORE COMPETENCIES

- **UX/UI:** User Research, Wireframing, Prototyping, Usability Testing
  - **Product Design:** Mobile-first and Responsive Design, User-centered Design (UCD)
  - **Design Systems:** Scalable Components, Style Guides, WCAG Accessibility
  - **Tools:** Figma, Adobe XD, Photoshop, Illustrator
  - **Collaboration:** Cross-functional Teamwork, Agile Workflows, Stakeholder Management
  - **Strategy:** Data-driven Decision Making, Problem-solving, Design Thinking
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## EDUCATION

### Bachelor of Design (User Experience Design)

Symbiosis Institute of Design | Pune, Maharashtra

### Higher Secondary and Secondary School

Sunrise English Private School | Abu Dhabi, United Arab Emirates

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## CERTIFICATIONS

### Google UX Design Professional Certificate

- Foundation of UX Design - 95.9%
  - UX Design Process - 95.4%
  - Wireframes & Lo-Fi Prototypes - 94.4%
  - UX Research & Testing - 92.3%
  - Hi-Fi Designs & Prototypes in Figma - 97.5%
  - Responsive Web Design in Adobe XD - 94.3%
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## ACHIEVEMENTS (Integrated)

- 30% Operational Cost Reduction (Hopstack Ignite Platform)
  - 40% Increase in Mobile App Adoption (Hopstack Mobile Redesign)
  - 25% Improvement in Task Completion Rates (User Testing Initiatives)
  - 20% Boost in User Engagement (Chrysalides Platform Redesign)
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## PERSONAL INFORMATION

Nationality: Indian

Marital Status: Single

Passport Number: T2800823

**UAE Golden Visa Holder**

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