

Srividhya Krishnan

Senior Product Designer

Berlin, Germany

+49-1772408806

srividhya1291@gmail.com

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PROFESSIONAL SUMMARY

A highly experienced Business Solutioning and User Experience Design professional with over 12 years of experience in multicultural teams and a proven record of delivering award-winning platforms. A dynamic leader who is passionate about solutioning and building meaningful experiences. Hands-on full-life-cycle Experience Designer and Design Thinking Consultant with a proven record of winning deals.

EXPERIENCE

Break - Child care

MARCH 2024 - AUGUST 2024

Senior Product Designer, Zalando SE(E-Commerce) - Berlin, Germany

AUGUST 2022 - PRESENT

RESPONSIBILITIES:

- **Devised UX Strategies:** Formulated and implemented comprehensive UX strategies, goals, and metrics for design projects, ensuring alignment with business objectives and enhancing the user journey.
- **Cross-functional collaboration:** Worked closely with engineering teams, project managers, and data analysts to streamline the development process and ensure the successful execution of design projects.
- **Experience Improvement:** Identified critical touchpoints and implemented changes that enhanced the overall user experience, leading to a 10% increase in click-through rate (CTR) during the discovery and purchase phases.

KEY ACHIEVEMENTS

- **User Research Leadership:** Led two extensive user research projects focused on identifying and resolving issues across various product categories. These projects provided valuable insights that informed future strategic directions and improved purchase rates.
- **Design Framework Innovation:** Developed a versatile design framework for managing multiple versions of Product Detail Pages (PDPs) for different products. This framework significantly reduced design and development time, streamlined page configuration for engineers, and decreased load times, enhancing overall platform performance.

User Experience (UX) Strategist and Design Thinking Practitioner, Tata Consultancy Services - Chennai, India

JUNE 2020 - JUNE 2022

RESPONSIBILITIES:

- **Established Design Thinking CoE:** Played a pivotal role in founding a Design Thinking and Solutioning Center of Excellence, delivering over 13 industry-leading design solutions to nine internal departments, including Work from Office, Corporate Finance, and Sales teams.
- **Cross-Functional Collaboration:** Collaborated with diverse teams to

TOOLS

Proficient in **Figma**.

Have used **Mural**, **Miro** and **FigJam** for Design Thinking sessions.

Have 9 years experience in using Adobe products like **Photoshop**, **Illustrator**, **XD**.

Managed projects using **Microsoft O365**, **Google Suite**, **Atlassian Jira** and **Asana**.

Conducted user research through **User Zoom**

SOFT SKILLS

Highly skilled in **conducting Design Thinking sessions**.

Experience in **mentoring** more than 60+ designers internally as well as externally.

Exceptional communication skills. Self-motivated and Passion driven.

Knowledgeable in emotional design and behavioral analyses.

EDUCATION

Bachelor of Technology in Information Technology

Anna University, Chennai, India

implement design-led strategies, ensuring the successful delivery of solutions that meet business and user needs.

- **Digital Transformation Leadership:** Spearheaded more than 15 digital transformation projects, facilitating design thinking sessions, ideation workshops, and defining future state visions.

KEY ACHIEVEMENTS

- **Work from Office Platform:** Developed the first MVP for a Work from Office platform, benefiting 25,000 employees.
- **Automation in Corporate Finance:** Automated 20% of tasks in Corporate Finance through innovative solutions.
- **Customer Response and Sales Efficiency:** Built a platform that reduced customer response time by 35% and increased the efficiency of the overall sales lifecycle by 43%.
- **Design Thinking Advocacy:** Promoted Design Thinking practices across the unit, with 80% (approximately 6,000 associates) now able to apply these principles.
- **Business Propositions to Digital Solutions:** Transformed eight business propositions into scalable digital solutions using Design Thinking and Innovation strategies.
- **Award-Winning Work Management Platform:** Contributed significantly to the development of a Work Management platform that won the Golden Stevie Award and the Design & Innovation Global Award.

Product Designer and Program Manager, Tata Consultancy Services

- Chennai, India

JANUARY 2018 - JUNE 2020

RESPONSIBILITIES:

- **Product and Program Oversight:** Directed the delivery of 25 reimaged solutions across multiple domains, ensuring alignment with business goals and user needs.
- **Next-Gen Workplace Implementation:** Led the design and launch of over 20 products globally, fostering a social knowledge ecosystem, enhancing enterprise collaboration, and improving total experience (TX) including MX, CX, UX, and EX.
- **Leadership Platform Development:** Spearheaded the creation and delivery of a leadership platform using Agile methodologies, significantly increasing the number of women leaders by 20% and earning the Brandon Hall Group's Technology Excellence Award (Silver) for Diversity and Inclusion Innovation.
- **Agile Program Management:** Designed and implemented an award-winning Agile Program Management platform, recognized with the Stevie 2022 Asia Pacific Bronze Award for Innovative Achievement in Customer Satisfaction, which reduced manual effort by 40% and streamlined workflows through automation.

KEY ACHIEVEMENTS

- **Enterprise Collaboration and Agility:** Successfully launched initiatives that enhanced business and operational agility, and enabled deeper customer engagements.
- **Total Experience Improvement:** Improved total experience (TX) by integrating methodologies that addressed MX, CX, UX, and EX holistically.
- **Award-Winning Platforms:** Delivered high-impact platforms recognized for innovation and excellence in customer satisfaction and diversity and inclusion.
 - Leadership platform increased women leaders by 20% and won the Brandon Hall Group's Technology Excellence Award (Silver).

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- Agile Program Management platform reduced manual efforts by 40% and won the Stevie 2022 Asia Pacific Bronze Award.

User Experience Designer, Tata Consultancy Services - *Chennai, India*

AUGUST 2012 - JANUARY 2018

- Created process flows, wireframes and visual design mockups to effectively conceptualize and communicate detailed interaction behavior for more than 20+ apps..
- Worked closely with 3 Business Analysts to design mockups according to the user requirements for these apps.
- Designed more than 250+ icons and created an icon repository for the project.
- Created a detailed presentation and presented to 500+ audience on Game mechanics and contextual nudges to drive the users to perform desired actions.