

# Shraddha Rashmi Pullella

Sr. Product Designer

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Highly accomplished Product Designer & Strategist with over a 6 years of experience in curating user centric designs with focus on business priorities, user needs & tech feasibility. Proven expertise in developing product strategy, roadmap and data storytelling through design in B2B and Enterprise solutions

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## EXPERIENCE

January 2023 - February 2024

### Staff Product Designer, Design Strategy Ecommerce & Enterprise, HumanX

- Created strategic design initiatives , achieving significant performance enhancement in Omni-Channel Order & Warehouse Processing and simplified seller journey for micro, small and medium enterprises increasing the onboarding rate by 5%
- Managed cross-functional team of 4 in 2 locations (Mumbai & Bangalore) and collaborated with business, development, data analysis, operations and marketing
- Designed and led the implementation for CRO Strategy, WhatsApp Business Marketing, Inventory & Returns management, Headless commerce
- Acted as the UX focused Product Manager and conceptualised design and tech sprints improving the release efficiency by over 20%
- Facilitated design systems overhaul from Meridian to NativeBase for Amazon SmartBiz resulting in a 10% reduction in app latency rate, improving response times from 1.5 seconds to 1 second
- In depth User Research and insights driven designs led to an 15% increase in Order Fulfilment Rate & improvement in CLV

January 2023 - February 2024

### Senior Product Designer, Enterprise Software, HumanX

- Conducted detailed User Research and market analysis, providing valuable insights for the redesign and product roadmap for Portfolio Optimisation in Commercial Real Estate
- Executed design overhaul of end to end Performance Analytics & Pricing tools FinTech, E-commerce & FMCG industries
- Established the executive dashboard for world's leading snacks brand improving decision making by 30%
- Conceptualised and created a streamlined Group SIP portal for India's biggest asset management company

January 2021 - September 2021

### Product Designer, UX & CX Solutions, Them Consulting Pvt. Ltd.

- Shaped the entire revamp for price discovery and efficient transactions for a B2B2C brokerage technology solution
- Devised UX strategy for compliance assistance & streamlined CX insights into impactful journey redesigns

June 2018 - September 2020

### Product Designer, UX for HealthTech, PFH Ltd.

Established the development of a trusted, non-judgmental, and convenient health tech solution for women

June 2018 - September 2020

### Associate, Robert Bosch

Integrated design and engineering expertise contributing to Design Discovery, Research & UI, development, end-state planning for product innovation

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## SKILLS

Product Strategy	User Experience Design	Product Roadmap	Wireframing	User Research
Strategic Design	User Interface Design	Enterprise Design	Design Systems	Agile Methodology
Figma	MIRO	Atlassian	Trello	Leadership
JIRA	Mural	Adobe Creative Suite	Power BI	Global Client Partnership

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## EDUCATION & CERTIFICATES

Aha! Product Management Professional Certificate : [See Credential](#)

Building a Product Strategy : [See Credential](#)

Bachelor of Engineering (B.E.), BIT Bangalore