

# SREENIDHI JAYAKUMAR

## Product Design and Strategy

Atlanta, GA | [sreenidhi.des@gmail.com](mailto:sreenidhi.des@gmail.com) | [LinkedIn](#) | [Portfolio](#)

### EXPERIENCE

---

#### ConverSight

05/2024 - Present

#### Product Designer

Indianapolis, IN

- Impacted 2 key products positively by researching and working closely with CEO and CTO to develop B2B SaaS web applications.
- **CS Foresight:** Ideated mockups, prototypes of the end-to-end experience for supply chain forecasting with improved AI based data analytics to generate insights after conducting 20+ user research, iterative designs and continuous user testing.
- Executed high-fidelity user flows with devops and API integrations and onboard 50 new customers driving 120% revenue growth.
- **CS Explorer:** Revamped the supply chain data management, data structures, ERPs and visualization tool in agile method.
- Built a comprehensive, scalable visual design system in Figma from makeshift design to an industry-standard solution and reduced 60% of customer support tickets.
- Enhanced AI-driven analytics tools using style guides, APIs, and WCAG standards, cutting engineering setup time by 40%.

#### 16 Tech Innovation District

02/2024 - 05/2024

#### Innovation Entrepreneur - Intern

Indianapolis, IN

- Increased the speed and scalability of booking processes of Cobot (coworking app) by 30% and lowered task completion time.
- Presented 20 innovative channel layout templates on Circle for streamlined corporate community engagement and onboarded 80 users.

#### Crisis Innovation Lab, Indiana University

10/2023 - 01/2024

#### Product Designer

Indianapolis, IN

- Conducted user research with FirstNet Firefighters, refining health tracking digital device strategies across 30+ firefighter communities.
- Built a proof-of-concept app through A/B testing, enhancing medical response efficiency by 25% for first responders reducing time taken by 5x

#### Revolution.ai

10/2022 - 10/2023

#### Product Design Strategist

Chennai, India

- Architected core product UX, simplifying revenue analysis and reducing workload for 400 business leaders.
- Tested Prototypes and mockups of scalable, go-to-market models with 10 customers and CEO and aided in raising seed funding.
- Designed a Revenue Visualization Dashboard using visual design tools, streamlining metric tracking and cut planning time by 80%.

#### Swaram Musical research Center

03/2022 - 10/2022

#### Web Designer

Auroville, India

- Redesigned website navigation, leading end-to-end content strategy and cart experience, reducing time by 3x.
- Collaborated with stakeholders for social media and user acquisition strategy, driving 5% growth in subscribers and followers.

### EDUCATION

---

#### Master's in Human-Computer Interaction

Indianapolis, IN

Indiana University

08/2023 - Present

#### Bachelor's in Architecture, Experience Design

Chennai, India

Anna University

09/2018 - 05/2023

### PROJECTS

---

**Extinguish:** Led design strategy, research, prototyping, and usability testing for an MVP to optimize UX. 09/2023 - 12/2023

**SpotMap:** Researched brand and user base to create a social music discovery feature, driving innovation. 01/2024 - 02/2024

**Zen:** Used Double Diamond strategy to research, ideate, and prototype an intuitive dashboard and UI elements. 02/2024 - 03/2023

### KEY ACHIEVEMENTS

---

#### Speaker at IU Board of Trustee Meeting ([View](#))

- Represented 20,000 IUI students, promoting success strategies, networking, and entrepreneurship as a student.

#### First Innovation & Entrepreneur Intern From Indiana University ([View](#))

- Selected as the first student in a tech and art coworking community, driving innovative app and software development to enhance human, entrepreneur, and corporate relations.

### SKILLS

---

**Design:** Interaction Design, UX/UI Design, Rapid Prototyping, Wireframing, Analytical Design, GenAI, Design Systems

**Tools:** Usability Testing, Needs Evaluation, Competitor Analysis, Heuristic Evaluation

**Testing:** Figma, Adobe Lightroom, InDesign, MS Office, HTML/CSS, Jira