

SRIDIVYA KUNCHAM

UX Designer | USA

Skilled in crafting human-centered products that drive business outcomes through intuitive designs. Expertise in user research, interaction design, and collaboration to deliver seamless experiences.

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| WORK EXPERIENCE

UX Designer Intern

Petsense by Tractor Supply Company

May 2024 – Jul 2024 | Nashville, TN

- Analyzed grooming appointment funnel; uncovered low booking (35%) and fulfillment (90%) rates, identifying system inefficiencies and groomer-side cancellations
- Proposed a smart scheduling model based on breed, size, and salon capacity, with potential to recover \$1M in lost revenue; conducted journey mapping and user interviews to inform solutions
- Streamlined 11-step booking flow through competitive benchmarking and UX improvements; collaborated with cross-functional teams to align design changes with business goals

UX Designer

CasaOne

May 2021 – Oct 2022 | Bangalore, India

- Led UX design across e-commerce platform, improving buyer flows and checkout experience, contributing to 10% increase in conversion rates and 20% drop in bounce rate
- Redesigned site navigation through card sorting and usability testing, improving product discoverability and reducing category-level drop-offs
- Launched features including Buy Now, Pay Later, price-match guarantees, and tier-based discounts — boosting customer engagement and driving a 15% increase in average order value
- Initiated biweekly “Friday Watch Parties” with cross-functional teams to analyze Hotjar session recordings; uncovered usability issues and accelerated low-effort, high-impact fixes
- Created a centralized tracker linking observed issues to design solutions and dev tickets, enabling faster implementation cycles and stronger collaboration across design, product, and QA

Product Designer Contract

Greedy Game

Feb 2021 – Apr 2022 | Bangalore, India

- Implemented features for popular mobile game ‘Panda Draw’, including creation of private rooms, friend request functionality, and friend invitations, achieving 1M+ downloads on Google Play
- Designed ‘Divine Tarot’ application for Android, securing 500k+ downloads and 4.0+ rating on Google Play

UX Designer

At Quest Sustainable Solutions

Jul 2020 – Jan 2021 | Bangalore, India

- Led company rebranding by designing new logo and revamped website landing page to enhance user engagement
- Designed B2B sustainability dashboard to help clients monitor carbon emissions

| EDUCATION

M.S in Human Computer Interaction

Indiana University Indianapolis

Jan 2023 - Dec 2024 | Indianapolis, IN

UI/UX Design Course

Design Boat UI/UX School

Nov 2019 - Feb 2020 | Bangalore, India

Bachelor's Degree in Information Technology

Anil Neerukonda Institute of Technology and Sciences

Jun 2015 - Apr 2019 | Visakhapatnam, India

| EXPERTISE

Research

- User Research & Interviews | Surveys & A/B Testing | Design Thinking & Heuristics | Personas & Journey Mapping | Usability Testing & Analytics

Design

- Information Architecture & Flows | Wireframing & Prototyping | Interaction & Visual Design | Web & Mobile UX/UI | Design Systems & Style Guides

Tools

- Figma | Adobe Creative Suite | Miro | Notion | Google Analytics

| PROJECT HIGHLIGHTS

UX Designer - Apprenticeship

GravityDrive

Jan 2024 – Dec 2024 | Indianapolis, IN

- Conducted research with 9 police officials, analyzing 3 VR simulations to identify gaps and propose advanced VR metrics
- Awarded "Best in Show" at the 2024 Graduate School Capstone Event

Graduate Research Assistant

Luddy School of Informatics

Jan 2023 – Dec 2024 | Indianapolis, IN

- Analyzed voice-over navigation challenges across 9 social media platforms, identifying 6 key accessibility issues for visually impaired users