Sridivya Kuncham

sridivya.kuncham@gmail.com | www.sridivyakuncham.com | www.linkedin.com/in/sridivya-kuncham | (445) 444-1378

EDUCATION

Master of Science in Human Computer Interaction, *Indiana University, Indianapolis, IN* (GPA 3.9/4.0) **Dec 2024**
UI/UX Design Certification Course, *Design Boat UI/UX School, Bangalore, India* **Feb 2020**
Bachelor of Technology in Information Technology, *Anil Neerukonda Institute of Technology & Sciences, India* **Apr 2019**

SKILLS

Tools: Figma, Sketch, Adobe XD, Adobe Illustrator, Adobe After Effects, Miro, Google Analytics, Hotjar, Jira, MS Office
Research Skills: User Research, User Interviews, Surveys, Design Thinking, User Persona, Affinity Diagram, Card Sorting, Customer Journey Maps, Usability Testing
Design Skills: User-Centered Design, Visual Storyboarding, Information Architecture, User Flow Diagrams, Style Guides, Wireframing, Prototyping, Visual Design, Interaction Design, Web Design

WORK EXPERIENCE

UX/UI Design Intern, *Petsense by Tractor Supply Company, Nashville, TN* **May 2024 - Jul 2024**
- Evaluated grooming appointment platforms, identifying 5+ UX inefficiencies for groomers and customers
- Conducted competitive analysis of 4 platforms, uncovering key gaps in appointment management and price estimation
- Led user research with 2 groomers, assessing challenges in platform toggling and breed recognition
- Collaborated with cross-functional teams to prioritize features, proposing a unified platform to enhance customer and groomer experience, driving revenue growth

UX Designer, *CasaOne, Bangalore, India* **May 2021 - Oct 2022**
- Led ideation and design phases including wireframing and prototyping for website transition from rental platform to E-commerce platform, and partnered with cross-functional teams for seamless user experience
- Achieved 10% increase in conversion rates by optimizing checkout process based on data analysis and user feedback
- Utilized Hotjar and Google Analytics to discover UX pain points and implemented agile redesigns, resulting in 20% decrease in bounce rate, improved user satisfaction and conversion rates
- Collaborated with sales, marketing teams on targeted holiday campaign banners to drive engagement and sales

Product Designer, *Greedy Game Pvt Ltd, Bangalore, India* **Feb 2021 - Apr 2021**
- 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

UI/UX Designer, *At Quest Sustainable Solutions Pvt Ltd, Bangalore, India* **Jul 2020 - Jan 2021**
- Guided rebranding initiative by creating company's logo and overhauled website's landing page
- Conceptualized and designed B2B dashboard to monitor company's carbon emissions
- Created creatives for social media platforms including children E-books, resulting in 10% increase in engagement

PROJECTS

UX Designer, *Gravity Drive, Apprenticeship, Indianapolis, IN* **Jan 2024 - Dec 2024**
- Conducted qualitative research, interviewing 9 police officials and analyzing 3 major VR training simulations to identify key deficiencies
- Proposed innovative VR integration with advanced metrics for skills tracking, heart rate, and region-specific training
- Awarded "Best in Show" at 2024 Graduate School Capstone Event for outstanding project presentation

Graduate Research Assistant, *Luddy School of Informatics, Indianapolis, IN* **Jan 2023 - Dec 2024**
- Analyzed navigation challenges on voice-over across 9 popular social media platforms for a Google-funded project, focusing on accessibility for visually impaired users
- Pinpointed 6 critical issues impacting accessibility and usability for visually impaired users