

B Sivarami Reddy

User Experience Design Manager

+919900014642 • ux.siva@gmail.com • [linkedin.com/in/b-sivarami-reddy-483152148](https://www.linkedin.com/in/b-sivarami-reddy-483152148) • [uxsiva.onrender.com](https://www.uxsiva.onrender.com)

SUMMARY

Dynamic User Experience Design Manager with over 10 years of experience elevating user-centered learning and product design solutions across global, cross-functional teams. Renowned for delivering exceptional training alignment with business objectives and amplifying operational efficiency, securing an unparalleled 5-star learner satisfaction in Learning Management Systems (LMS) through strategic, research-driven interfaces. Adept in HTML, CSS, and JavaScript, ensuring seamless collaboration between design and engineering, while excelling in strategic partnerships, stakeholder management, and team mentorship to drive innovative project execution and superior interface development. Holds a robust proficiency in interactive design principles, fortified by analytical precision and a dedication to user-centered design methodologies.

EMPLOYMENT HISTORY

Principal Designer(Design Manager)

Feb '18 — Present

Great Learning Education Services Pvt Ltd.

Bengaluru, India

- Learning Management System (LMS): Led UX design achieving 5-star learner satisfaction through research-driven interfaces, focusing on user journeys and user scenarios, enhancing learning design and integrating organizational strategy with a strong customer-driven approach, promoting product adoption and aligning with enterprise resource planning.
- Sales Platform Migration: Directed UX migration from LeadSquared, improving task compliance with delivery in four months, utilizing design tools and methodologies for rapid prototyping and integration into core product delivery, demonstrating strong business sense and a focus on human-computer interaction and product workflows, emphasizing stakeholder management.
- Ninja Platform: Designed productivity tools, doubling learner capacity per PM while improving operational efficiency and supporting training initiatives with a focus on team development.
- Design System: Founded and led a unified design system, increasing efficiency and consistency across products with thorough design documentation, strategic leadership, and thought leadership initiatives, ensuring clarity and alignment with organizational goals, emphasizing high standards of craft, visual design, and user experience design, with a focus on business applications.
- Team Leadership: Managed and mentored 7 designers, ensuring quality outcomes across sales, LMS, and internal tools, fostering participation in idea generation and innovation, promoting entrepreneurial thinking alongside a track record of success, emphasizing partnership, collaboration, and team processes with a focus on output and team player mentality.

Web Developer

Jun '17 — Feb '18

Pentaur Technologies Pvt.Ltd.

Bengaluru, India

- UX Research IA: Improved navigation and usability by 30% via user research and task analysis, enhancing intuitive user flows and information architecture with a customer-driven approach, demonstrating curiosity and a collaborative environment, aligning with marketing strategies and technology marketing.
- Design Development: Built responsive apps with 95% accessibility compliance, adhering to design requirements and specifications for both Android and iOS, demonstrating competence in design execution and influence on user experience, with an emphasis on typography, layout, and technology, integrating application software.
- Key Projects: Enhanced engagement by 20% on Marketo; improved UX for Nurture Co. by leveraging analytics to inform design decisions.
- , showcasing a strong design portfolio with storytelling elements, reinforcing Adobe's design vision and narrative, and aligning with principles of product service design and automation, with a focus on related services.
- Email Campaigns: Developed campaigns for Visa and Northern Trust with 100% cross-platform compatibility, focusing on customer needs, business requirements, and privacy policy considerations, integrating ecommerce elements and leveraging requisition insights.

Frontend Engineer

Apr '15 — Mar '17

Tyre Discounters private ltd

Bengaluru, India

- UX Design IA: Improved usability scores by 25% through structured architecture and analysis, employing design thinking methodologies and a proven track record of effective design, with a willingness to learn and adapt, and a focus on application design and user interface, aligning with management goals.
- UI Design Development: Delivered high-fidelity, responsive designs reducing iteration cycles by 20%, using Sketch and InVision for concept visualization in multidisciplinary teams, ensuring seamless integration, scalability, and emphasis on tooling and web apps, supporting employee referral processes.
- Performance Optimization: Boosted site performance by 30% using optimized HTML/CSS/JavaScript and core web technologies.
- Cross-Functional Collaboration: Achieved 98% alignment with project goals working across teams, fostering a learning and development culture and supporting recruiting operations.

Co-Founder / Freelance Web Designer

Oct '14 — Mar '15

Webfoundation Media

Bengaluru, India

- Webfoundation Media (Self-initiated venture) Oct '14 — Mar '15 Bengaluru, India Co-founded a web design initiative to deliver responsive websites for small and medium businesses.
- Designed and developed end-to-end solutions using HTML, CSS, and JavaScript, ensuring cross-browser compatibility.
- Collaborated with clients to gather requirements, manage timelines, and deliver user-friendly web solutions, aligning with enterprise resource planning principles.
- Gained hands-on experience in project ownership, client communication, and lean operations despite limited commercial scale.

Basic Web designer

Aug '13 — Sep '14

Dotline Technologies

Bengaluru, India

- Dotline technologies Aug '13 — Sep '14 Bengaluru, India Translated wireframes into responsive HTML/CSS web pages, ensuring cross-browser and mobile compatibility, supporting status management processes.
- Designed and developed user-friendly, performance-optimised responsive websites, integrating application software principles.
- Collaborated with cross-functional teams and clients to gather requirements and ensure alignment on deliverables, focusing on SAP standards.
- Tracked and managed project deliverables to meet deadlines and maintain quality standards.

EDUCATION

Bachelor in Electronics and Communication Engineering, GGR College of Engineering, Vellore, India

2008 — 2014
 Vellore, India

CERTIFICATIONS

Certified User Experience Analyst CXA, Human Factors International HFI

HUMAN-COMPUTER INTERACTION - HCI, Interaction Design Foundation

W3C*x*: Introduction to Web Accessibility (WAI0.1*x*), World Wide Web Consortium (W3C) via edX

PROJECTS

- GL Shine – Unified Sales Productivity Platform, Great Learning Education Services Pvt Ltd. [Link](#)
 - Led the end-to-end redesign of GL Shine, an internal sales productivity platform for Learning Consultants (LCs), enabling efficient lead prioritization, streamlined SOP adherence, and improved sales outcomes through user-centered design and interactive elements, utilizing digital tools to enhance the user experience and align with business applications.
 - Replaced the external CRM (LeadSquared) with a native in-tab lead management system, reducing browser switching and enhancing user efficiency, which is crucial for effective stakeholder management.
 - Designed a compact, scroll-optimized interface tailored for low-end devices and high-density lead views, addressing performance constraints and user needs.
 - Introduced light and dark themes using Material UI (MUI) to support accessibility and usability, particularly for night-shift operations.
 - Partnered cross-functionally with product, engineering, and training teams to drive a seamless rollout and platform adoption, ensuring adherence to design guidelines and best practices, while fostering effective communication and collaboration with product management.
 - Contributed to measurable impact: 50–80% improvement in LC productivity, 85% compliance with standardized sales processes, ₹50 Cr annual savings by eliminating third-party tool dependency.
- Olympus LMS – Enhancing the Learning Experience, Great Learning Education Services Pvt Ltd. [Link](#)
 - Led the UX redesign of the Olympus Learning Management System (LMS) to enhance usability for Postgraduate (PG) learners from diverse educational and professional backgrounds, focusing on seamless interface design and intuitive navigation, aligning with enterprise resource planning.
 - Identified and addressed key usability challenges through learner and stakeholder interviews, including difficulty tracking active, upcoming, and completed courses, confusing navigation across content, recordings, and discussions, issues with quiz and assignment submissions (timing, formats, file types), frustrations with broken links and poor file handling UX, overall cluttered and non-intuitive experience, which improved team development.
 - Delivered clean, intuitive UI with improved navigation and clarity, supporting better learner engagement.
 - Collaborated with product and engineering teams to ensure smooth phased rollout, integrating user feedback to refine digital interactions and improve user satisfaction, leveraging analytical skills to enhance usability and influence design projects.
 - Conducted usability testing with 50+ learners; collected feedback from 1,200+ users post-launch to support ongoing development and positioning of UX.
 - Achieved an average user satisfaction score of 4.78/5.
- Olympus Dashboard & Jedi App – Enhancing Program Manager Efficiency, Great Learning Education Services Pvt Ltd. [Link](#)
 - Designed and launched internal tools (Olympus Dashboard & Jedi App) to help Program Managers (PMs) manage more learners, reduce manual processes, and increase operational efficiency through innovative software architecture and digital design, integrating user feedback to drive improvements and enhance team player dynamics.
 - Conducted research with PMs and BU heads to uncover issues: scattered learner data, lack of action history, manual follow-ups, and limited scalability, leveraging analytical skills to develop effective solutions and ensure seamless interfacing with related services.
 - Created dashboard solutions aligned with real workflows, using Material UI (MUI) for rapid design-development turnaround and a shared design library for consistency and reuse, ensuring effective implementation of customer experiences through digital platforms and application software.
 - Delivered key features including: 360° learner profiles with call, email, and WhatsApp logs, Quick filters, better navigation, and automated follow-up reminders, Mobile-friendly Jedi app for on-the-go tracking, Simplified content import and session planning tools to support technology marketing.
 - Resulted in PMs handling ~200 learners (up from ~120), faster ticket resolution, and reduced operational cost—leading to improved PM confidence and autonomy.

SKILLS

Relevant Skills Interactive Design, User-Centered Design, Human-Computer Interaction, Interface Design, Analytical Skills, Presentation, Framing, Ease, Zeplin, Aesthetics, Stakeholder Management, Enterprise Resource Planning, Business Applications, Team Development, Analytics

Design Skills UX/UI Design, User Research, Wireframing, Prototyping, Information Architecture, Visual Design, Responsive Design, Mobile App Design

Development Skills Frontend Development, HTML, CSS, JavaScript, ReactJS

Leadership Skills Team Management, Strategic Thinking, Stakeholder Engagement, Project Management

Research & Strategy UX Research, Design Thinking, User Scenarios, Customer Engagement

Tools & Software Figma, Sketch, Adobe XD, Balsamiq, Illustrator