

SAHITI SEEMAKURTI

www.sahitiuxdesign.org · sseemaku@gmail.com · 862 244 3880

EDUCATION **University of Waterloo** · B.A.Sc in Computer Engineering · 2011 - 2016
Brain Station · UX Design Instructor · 2020 - Present

EXPERIENCE **Servicenow** · Sr Product Designer III · Remote · 3 yrs · 06/13/2022 - Present
11+ years
Designed subscription based features of Order Management Process.
Designed and implemented user centric workflows for L2C & order management applications
I lead user interviews, customer surveys, customer journey mapping, contextual inquiry, affinity mapping, and design workshops with customers and cross-functional teams to understand and meet their needs.
I worked on A/B testing, Usability testing, & Service prototyping for the external public facing services like Customer Service Management (CSM) & Field Service Management (FSM) offered by Servicenow.
I worked on design project roadmap, planning, analyzing, and reporting on L2C prototyping applications at Servicenow
Expert in UX, prototyping and storytelling

Johnson & Johnson · Sr UX Designer · Remote · Contract · 3 months · 03/14/2022 - 06/10/2022
Helped facilitate and design workshops / research process for subscription based pills app, including sign-up, onboarding, retention, notifications, communication & re-engagement.
Consulted with large ongoing external projects to improve their team collab & design process

Capital One · Sr. UX Designer · Remote · Contract · 6 months · 09/27/2021 - 03/25/2022
Researched & Designed the Loan Miner Application used by external facing originators to find refinance deals for Capital One. Cross-functional partners: Had 3 types of managers, and 15 different stakeholders.

Barclays · Sr. UX Designer · Whippany NJ · Contract · 5 months · 07/27/2020 - 04/30/2021
Working with key stakeholders in-house to help design next-generation, rich client applications for the Compliance Department at Barclays

Alphasense · UX Designer · Manhattan NY · Contract · 5 months · 01/20 - 05/20
Co-designed the main AI Search engine interface & the Sisú design system for financial software

Facebook · UX Designer · Menlo Park WA · Contract · 4 months · 07/19 - 09/19
Collaborated with cross-functional partners to layout the complex workflows and created a digital firewall UI interface from scratch

Microsoft · UX Designer · Redmond WA · Contract · 1 yr · 09/18 - 07/19
Worked on complex supply chain projects to digitize them using service innovation & user-centric design thinking methodologies.
I focused on delivering a public-facing digital service, as the supply chain platform is used by external users.
Worked with a cross-functional team, including engineers and owners, to design and deliver a user-centered digital service.
Conducted usability testing with end users to ensure that the new system met their needs.

Chefhero · UX Designer · Toronto ON · Contract · 2016 - 2018
Worked on chef's ads in professional advertising print formats including banners, posters, brochures, email ads, digital ads, and social media ads.
Worked directly with talent and creators to collaborate on creative development
Designed the Android app, iOS app, & Chefhero's web experience
Experience with Google's Material design & iOS UI guidelines and created custom style guide to be used company-wide
Conducted client UX Interviews, usability testing & A/B testing with Toronto's biggest restaurants
Created high fidelity designs for user profiles, business metrics dashboard & on-boarding
Worked with cross-functional customers to create digital innovations in the restaurant industry

AdStage · UX Designer · San Francisco CA · Contract · 4 months · 09/16 - 12/16
Co-designed Automate app, a platform to manage Google, Facebook, LinkedIn, Twitter & Bing Ads in one place.
Collaborated with 5 engineers, 2 designers, & a product manager using agile & SCRUM to analyze pain points and redesign the product architecture

Coursera · UX Designer · Mountain View CA · Contract · 4 months · 09/15 - 12/15
Designed subscription based features for Coursera's learning platform, including, signup, onboarding, management, payment methods & process, instructor feedback and communication, cancellations, and reengagement
Designed & implemented front-end for LinkedIn certification, admin on-boarding & dashboard
Collaborate closely with designers to build end-to-end features using React.js, Sketch & inVision
Implemented localization and testing across large-scale web applications

Deloitte · UX Designer · Toronto ON · Contract · 4 months · 01/15 - 04/15
Designed AV, Audio/Video productivity app for internal communications app Deloitte Hangouts.
Designed & developed Deloitte Hangouts IM App for company-wide intra-office communication
Implemented features: speech-to-text (Google Speech API),real-time
Share-Point integration & in-chat video playback
Pitched this project to several executives and got approval to expand company-wide

Amazon · UX Designer · Sunnyvale CA · Contract · 4 months · 09/13 - 09/14
Worked on AV Audio/Video features for Kindle Fire, Fire Phone,
Worked on Whisper Sync to Voice feature on Audible Kindle E books
Re-designed the user experience in Amazon Kindle's Mayday App
Co-developed the curve-fitting algorithm used for the Kindle pen tool
Created Live Audio & Video quality Indicator, Bluetooth, Headphones, and
Speakers functionality & configuration setting

TCS · UX Designer · Concord ON · Contract · 4 months · 05/12 - 08/12
Designed Developed Overseas Motor Vehicle Credential Insurance & Fuel Tax Reporting Software

TOOLBOX **Design** · Figma, Prototyping, Sketch, inVision, Illustrator, Photoshop, Principle, Balsamiq, InDesign, Axure
HTML, CSS, Javascript, Python, Java/Android, React JS, Linux, SQL