

Sravan Marapally · Senior Product Designer

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Profile

Senior Product Designer with 8+ years leading end-to-end UX/UI across SaaS, B2B, e-commerce, and design systems platforms. My work has driven measurable impact: a **39% reduction** in average task time, a **59% drop** in critical error rates, and a **50% lift** in verification revenue, through rigorous research and systems-thinking design. I bring deep expertise in enterprise internal tooling, design systems, and mobile UX for complex operational workflows.

Employment

Oct 2025 - Present

Independent Product Design & AI UX Upskilling | Self-directed | Remote

- Pursuing coursework on conversational UX, VUI design principles, and agentic AI product design (Interaction Design Foundation)
- Collaborating with early-stage startups through Draper Startup House.
- Applying learning through hands-on experimentation, designing and building an AI-powered "Ask Me" assistant for my portfolio, integrating the Claude API with a custom PHP backend.

Feb 2023 - Sept 2025

Senior Product Designer | OnGrid | Gurgaon

- **ODIN Platform Redesign:** Led end-to-end redesign of OnGrid's internal tool used by 200+ employees daily. Cut average task time by 39% and reduced the CCRV error rate from 8.2% to 3.4% (59% improvement). Grounded in 3 weeks of field research, 12 in-depth interviews, and 8 observational sessions across 3 user personas.
- **Workflow Efficiency:** Compressed an 11-click data sufficiency workflow to 4 clicks (64% reduction) by consolidating candidate data, document uploads, and the action trigger into a single contextual dialog.
- **Role-Based Personalisation:** Designed configurable search defaults per persona (Operations, Account Management, Team Leads), eliminating repeated manual filter setup and creating a compounding daily productivity gain across sessions.
- **Design System (eLockr):** Architected eLockr's design system from colour primitives and semantic tokens to atomic components using Figma Variables. Enabled 3 designers to ship with zero visual drift and significantly cut new designer onboarding time.
- **Cross-Functional Alignment:** Partnered with PMs and Engineering to standardise interaction patterns and streamline design-to-dev handoff, reducing revision cycles and improving delivery velocity.
- **Environment:** Figma, Product Design, User Research, Interaction Design, Information Architecture, User Flow Design, Workflow Optimization, Design Systems, Usability Testing, Cross-Functional Collaboration.

Jul 2022 - Feb 2023

Break in service — company restructuring / business turbulence

Dec 2018 - Jun 2022

Product Designer | OnGrid | Gurgaon

- **Verifier App - From Chaos to Conversation:** Redesigned the mobile UX for field agents doing physical address verification. Reduced agent drop-off from 60% to 10% and contributed to a 50% increase in verification revenue through binary decision flows, in-app smart camera guidance, and automated result delivery.
- **Digital Address Verification (App):** Designed the companion mobile flow for remote, self-serve address verification, extending the Verifier App ecosystem beyond in-person field visits.

- **Growth Campaigns:** Collaborated with cross-functional teams on marketing campaigns that drove measurable client growth and user engagement.
- **Environment:** Mobile UX Design, Product Design, User Research, Interaction Design, User Flow Design, Information Architecture, Visual Design, Brand Identity Design, Cross-Functional Collaboration, Figma

Dec 2017 - Dec 2018

UX/UI Designer | MyDreamStore | Hyderabad

- **Seller Portal Revamp:** Redesigned dashboard workflows to reduce friction, improving seller retention and lowering support escalations.
- **Sales Enablement:** Led design execution for creative campaigns that directly boosted merchandise sales.
- **Environment:** Product Design, Dashboard Design, User Flow Design, Workflow Optimization, Visual Design, Figma

Oct 2016 - Aug 2017

UX/UI/Graphic Designer | ENC Communication | Noida

- **Web Platforms:** Designed web platforms for print and TV media, ensuring seamless content delivery for a large viewer base.
- **Environment:** Web Design, User Experience (UX) Design, Information Architecture

Education

B.Design | Indian Institute of Technology (IIT) Guwahati

Key Coursework: Usability Engineering, Interaction Design, Systems Approach to Design, Tangible User Interface, Ergonomics, Design Analysis.

Skills & Tools

Tools: Figma (Variables, Components, Auto Layout), Adobe XD, Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere Pro)

Core Competencies: Design Systems, **Native Mobile App Design**, Information Architecture, User Research & Synthesis, Interaction Design, Wireframing, Rapid Prototyping, Usability Testing, Heuristic Evaluation

Research Methods: User Research, Usability Testing, Heuristic Evaluation, In-depth Interviews, Observational Research, Survey Design, Affinity Mapping, Research Synthesis.

Technical: HTML/CSS basics, Figma Variable tokenisation, Accessibility Fundamentals