

Sahithi Gindam

User Experience Specialist

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Education

Master of Design | 2019-2021

NIFT, Kerala

8.6 CGPA

Bachelor of Commerce (Honors) | 2013-2016

Osmania University, Hyderabad

72%

Tools & Skills

- Figma
- Design Research
- UI Design
- Prototyping
- Storytelling
- Stakeholder Management

Experience

User Experience Specialist

Thomson Reuters | Oct 2024-Present, 2 Years

Product Trial Management

Designed a product trials hub, a centralised experience that helps sales reps create and manage trials at scale. The solution surfaces trial health, prioritise those requiring attention, provides contextual actions to resolve blockers.

By reducing time spent investigating trial status and enabling earlier intervention, the experience aims to improve activation rates, increase customer engagement, conversions and smoother onboarding.

Customer Data Management

The project redesigns and standardises the way account and contact data change requests are submitted, routed and processed across Salesforce and supporting systems.

The redesign aims to minimise rework, accelerate TAT and cross system consistency.

UX Feedback Channel – Management & Analysis

Established and in-app feedback mechanism that allows users to submit feedback while they work. The project improved the speed and quality of insight collection while reducing reliance on surveys and informal feedback media

Opportunity Management Experience

Led UX improvement for a custom Salesforce Opportunity workspace used by sales teams to manage pipeline, forecasting and deal progression.

User Experience Designer

Brio Technologies | Jul 2021-May 2024, 2.8 Years

Perk — Payroll, HR & Workforce Management SaaS

Product Design · UX Research · Product Discovery · Design Systems

- Owned end-to-end UX as the sole designer for a growing B2B SaaS platform serving ~10,000 employees across MSME customers; designed experiences across Admin, Manager, and Employee journeys, with primary ownership of complex Admin workflows.

- Partnered with customers to conduct exploratory research, translate emerging needs into product requirements, and influence the roadmap; research identified demand for Project Management and Performance Management, which I helped refine into roadmap initiatives and subsequently integrated into Perk.
- Redesigned high-friction workflows and addressed usability gaps across the product, contributing to a 38% reduction in customer support tickets linked to usability issues.
- Evolved the product's nascent design language and grew the library from 50 to 200+ reusable components, establishing scalable patterns adopted by 7+ developers across.
- Established an error experience framework spanning message tone, intervention patterns, and in-context recovery, improving task completion & reducing friction across workflows.
- Reworked the product's FAQ experience using contemporary content and information-architecture practices, improving self-service and reducing customer queries.
- Established and strengthened UX practices across research, usability testing, requirements definition, interaction design, UX writing, and design documentation, bringing greater structure and consistency to product development.

Rallis India — Workforce & Production Management

UX Research · Product Design · Data Visualization

- Designed an internal application that digitized manual processes for requesting, tracking, approving, and maintaining workforce and production changes across operations.
- Conducted user research and usability testing with employees, department heads, and plant leads, translating findings into iterative product improvements.
- Designed data-rich dashboards consolidating regional, plant, period, and change-type information into a centralized view for operational stakeholders.
- Collaborated with senior management, project managers, and engineering teams to define requirements and translate complex operational needs into implementable product experiences.

Raychem RPG — Business Assessment & Mitigation Planning

UX Research · Product Design · Prototyping

- Led the digitization of a manual process for assessing, rating, and planning mitigation for new and existing businesses.
- Defined requirements and designed end-to-end workflows, interfaces, and interactive prototypes informed by user feedback and usability testing.
- Partnered with project managers and engineering teams through implementation, advocating evidence-based design decisions that improved process efficiency, accuracy, and usability.

Meesho — Internal Intranet · **Rallis India** — Multi-site Intranet · **Brio** — Online Assessment Portal · **Malabar Gold & Diamonds** — Discount Approval System (Mobile App) · **Think Design** — Design Research Intern

Associate Analyst

Acuité Ratings & Research | Nov 2018 - Jun 2019, 8 Months

Operations Representative

Franklin Templeton Investments | May 2016 - Jun 2018, 2 Years