

Sumanth Guntumadugu

Senior User Experience Designer

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Portfolio

SUMMARY

Senior Innovation Research Specialist with 8 years of experience in crafting user-centric solutions for web and mobile applications through cross-functional collaboration. Expertise in product innovation within the 0-1 phase, utilizing a strong background in research design methodologies and business case development. Proficient in qualitative and observational research methods, synthesizing market feedback, and evaluating value propositions to drive product success. Demonstrated ability to facilitate design thinking workshops and deliver impactful business cases that contribute to user satisfaction and business growth.

WORK EXPERIENCE

Sr. UX Designer – Lithia & Driveway, Dallas, TX

March 2024 – Present

- Led the design of GenAI Studio, an innovative AI platform from concept to delivery, working through the 0-1 product development phase to enhance customer interactions and streamline workflows with AI-driven insights.
- Conducted user research and usability testing to identify pain points, improve product features, and ensure a smooth, efficient user interaction with the GenAI Studio's chat controls and integration feature.
- Designed and iterated on key UI components like chat controls, model selection interfaces, and the integration framework, ensuring alignment with best practices and industry standards.
- Developed and refined user personas and journey maps to inform design decisions, ensuring the product resonates with the target users and effectively addresses their workflow.
- Facilitated cross-functional workshops using design thinking frameworks (following Design Sprint format) with tools such as Miro and FigJam to generate ideas and align stakeholders.
- Monitored and analyzed user feedback post-launch, leveraging insights to make continuous improvements and optimize overall user experience.

Senior User Experience Designer – INDYCAR, Indianapolis, IN

January 2023 – December 2023

- Led the conceptualization and design of the INDYCAR Fantasy user experience, contributing to potential user base growth by targeting existing fans and new demographic (age 21-39).
- Conducted user research through surveys, 8 user interviews, and usability testing, gaining insights that informed design decisions.
- Translated research insights to actionable design improvements, leading to a 25% reduction in user navigation time.
- Presented findings and design proposals to stakeholders, showcasing the alignment of UCD decisions with potential business growth.
- Maintained focus on usability and accessibility, ensuring the redesigned fantasy platform meets the need of diverse user base.
- Facilitated design thinking workshops to co-create solutions with stakeholders, applying various frameworks to extract maximum value.

Product Design Intern – GetAlfred.co, Chicago, IL

September 2023 – December 2023

- Designed seamless onboarding flows for an IoT lock system, simplifying user interaction and ensuring smooth adoption of the app.
- Led user research, ideated product concepts, and built prototypes for the expansion of business, testing user engagement with new flows and designs.
- Strategized ideas, collaborating with PM and Designers on the business model, resulting in the creation of new revenue streams.
- Delivered an extensive design recommendation report to the client, presenting working prototypes and mockups for further consideration.

Product Designer – CreateAbility, Indianapolis, IN

August 2022 – December 2022

- Conceptualized and designed the user experience for SteadyGait, a wearable device for freeze correction in Parkinson's patients; improved mobility and reduced falls by 45%, enhancing quality of life.
- Conducted TAM, SAM, and SOM calculations to evaluate market opportunities for SteadyGait, informing strategic decisions around product positioning and market entry.
- Conducted qualitative research through 6 interviews, observations, and desk research.
- Applied affinity and empathy mapping techniques to analyze data, leading to a 25% improvement in user satisfaction.
- Proposed features such as laser cues, audio metronome, and progress tracking, increasing user efficiency by 50%.

Product Designer – YardConnect, Indianapolis, IN

May 2022 – August 2022

- YardConnect, an innovative Jockey Management Solution utilizing iBeacon technology, aimed at enhancing trailer tracking accuracy, streamlining yard operations, and reducing errors by 40% while increasing operational efficiency by 25%.
- Executed market analysis, expert, and user interviews, which generated insights to boost customer acquisition by 30%.
- Refined product concepts through consultation with 15+ experts, to propose data driven dashboards, replacing radio communication with real-time data and visual cues for yard jockeys, resulting in 45% reduction in operational inefficiencies.
- Identified and resolved appointment scheduling, dock management, and trailer tracking challenges by introducing technology driven solution. Resulting in a 30% reduction in delivery lead time and 20% increase in order accuracy.

UX Researcher – National Institute for fitness and sport, Indianapolis, IN

January 2022 – May 2022

- Conducted comprehensive usability evaluation of the National Institute for Fitness and Sport mobile application, uncovering 7 usability issues, and enhancing user engagement by 60%.
- Performed techniques - observations, interviews, think-aloud sessions, and cognitive walk-through sessions.
- Analyzed findings from a group of 10 participants, identifying usage patterns, gaps, and challenges in the user engagement and formulated strategies for targeted improvement, leading to 50% decrease in support ticket volume.

UX Designer – TATA Medical and Diagnostics, India

May 2021 – December 2021

- Researched and conceptualized an AI-enhanced COVID self-testing platform at TATA MD, an app-based testing for Indian sports teams. Achieved 60% testing efficiency, ensuring timely detection of COVID cases.
- Collaborated with stakeholders to create user personas, storyboards, user flows, wireframes, and prototypes, achieving a 20% higher customer satisfaction.
- Implemented and validated the chatbot's conversational flow and user interfaces through 8+ iterations of user feedback and testing, optimized performance by 40%.
- The product went live initially in partnership with two Indian Premier League teams, establishing a record of effectiveness and reliability with an 80% success rate among 50+ participants.

UX Designer – Arth Design Build, India

January 2021 – May 2021

- Revamped LivSYT project, a self-service SaaS application for contractors, enhancing its user experience to provide real-time visibility and efficient resource allocation, which lead to 35% cost reduction and 30% increase in revenue.
- Led design consistency initiative, reducing user errors by 35% through use case documentation and UI standardization in less than 4 months to develop flows and interactions for mobile and web platform.
- Executed think-aloud usability testing with 10 participants and integrated the feedback on designs.
- Achieved 16% growth in engagement rate among users post product implementation.

Web Designer – Hypercube Technologies, India

February 2019 – December 2020

- Collaborated with web designers to conceptualize and finalize project designs and layouts.
- Developed and coded entire HTML websites from start to finish, ensuring seamless functionality.
- Ensured websites were cross-platform compatible and optimized for various browsers and devices.
- Performed comprehensive website performance and usability tests to enhance user experience.
- Applied in-depth knowledge of web design and user application requirements to deliver high-quality websites.
- Successfully improved website load time by 30% through code optimization and enhanced website architecture.
- Worked closely with design and marketing teams to create visually appealing, user-friendly websites.

Web Designer – Pinnacle Techno Solutions Pvt. Ltd., India

July 2018 – February 2019

- Collaborated with Adobe Campaign Consultants to deliver tailored product solutions.
- Executed high-performing email marketing campaigns, optimizing engagement and conversion rates.
- Diagnosed and resolved email rendering issues across various email clients and mobile platforms.
- Maintained comprehensive documentation of campaign processes to ensure a seamless service experience.
- Assisted in the development, communication, and implementation of backup plans for campaigns.
- Tracked key campaign metrics, maintaining accurate and up-to-date reports for internal teams.
- Provided real-time feedback to associates, fostering continuous improvement.
- Stayed informed on Campaign Management Best Practices and emerging trends.
- Worked closely with clients to assess requirements and configure Adobe Campaign to meet their business objectives.
- Developed and documented custom solutions to address specific client needs.
- Proactively diagnosed, troubleshooted, and resolved technical issues to ensure campaign success.

SKILLS

- **Research and Design:** Research planning and Participant Recruitment, User and Expert interviews, Surveys and Questionnaires, Data Analysis and Visualization, Prototyping and Wireframing, Technical and Research documentation, Project Management and Collaboration, Design Thinking Workshop Facilitation (On-site & Remote), Business & Financial Acumen, Innovative & Strategic Thinking, Market Analysis (TAM/SAM/SOM calculations)
- **Tools:** Figma, Adobe Creative Suite, Sketch, Miro, Milanote

EDUCATION

Master of Science – Human Computer Interaction - Indiana University, Indianapolis

January 2022 – December 2023

Bachelor of Technology – Computer Science and Engineering – JNTU, India

September 2014 – May 2018