

Sriya Bandarupalli

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Education

Indiana University, Indianapolis – MS in Human Computer Interaction January 2023 – December 2024
Gandhi Institute of Technology and Management – B.Tech in Computer Science Engineering June 2016 – June 2020

Experience

Product Designer, Rogue Credit Union – Medford, OR April 2025 – Present

- Redesigned **digital banking navigation** across web and mobile using behavioral analytics, card sorting, competitive research, and usability testing, improving members' ability to find information by **15%** in post-transaction surveys
- Optimized the public website and digital account opening journey by analyzing funnel drop-offs, conducting user research, and validating design changes through A/B testing, increasing **new member sign-ups by 36%**
- Spearheaded the end-to-end redesign of the consumer loan application experience, simplifying application flows, content, and status communication across a complex vendor platform, reducing **application drop-off by 18%**
- Established a continuous research program by building a member research panel of **250+ participants**, creating a reusable recruitment pipeline for usability testing, concept validation, and product discovery across digital initiatives
- Built a unified design system for 3+ digital platforms, standardizing reusable components, interaction patterns, and accessibility requirements and reducing **design-to-development handoff time by 25%**
- Facilitated journey mapping workshops across **3 high-impact member experiences**, synthesizing research and operational pain points into prioritized opportunities that informed **10+ product improvements**
- Evaluated third-party financial experiences through heuristic reviews, accessibility audits, and design QA, identifying **30+ usability and accessibility issues** and driving resolution of **80%+ of high-priority findings before release**

Product Designer, Gravity Drive – Indianapolis, IN January 2024 – December 2024

- Led **5+ user interviews and surveys** with law enforcement officers, identifying usability pain points and enhancing VR training module effectiveness by **20%**
- Conducted **5 usability testing sessions** with law enforcement officers, capturing feedback to resolve key design issues and reducing task completion time by **25%**
- Facilitated **design workshops and presentations** for stakeholders, effectively communicating design rationale and securing alignment on **user-centered solutions**

UX Designer, Interactive Embodied Systems Lab – Indianapolis, IN August 2023 – December 2024

- Conducted and analyzed user research with **60+ participants** through **surveys and lab studies**, identifying usability issues and driving a 23% improvement in user satisfaction.
- Analyzed **40+ transcripts and videos** from lab and museum studies using Atlas.ti, identifying user behavior patterns to inform **design strategies** and refine user workflows
- Revamped **public display screens** and created detailed **handoff materials** for the development team, reducing implementation time by **15%** and ensuring alignment with the **UX narrative**

Application UI Developer, IBM – Bangalore, India February 2021 – December 2022

- Built and maintained a **scalable Salesforce Lightning design system** for a B2B SaaS platform, ensuring **consistent user interfaces** across **21 countries** and reducing feature implementation time by **15%**
- Led **QA testing across SIT and UAT phases** to validate design specifications and user requirements, driving a **30% increase in user retention** for a healthcare website launch
- Collaborated with **Business Analysts and Developers** to optimize **20+ critical screens**, improving navigation and aligning designs with **enterprise business objectives**

UI/UX Design Intern, National Informatics Center – Hyderabad, India May 2019 – July 2019

- Redesigned and developed a **government security agency website**, improving user engagement by **16%** through **clear layouts**, improved workflows, and responsive web components using **HTML, CSS, and JavaScript**

Skills

Tools and Programming Languages: Figma, Adobe XD, Miro, Sketch, Zeplin, Jira, Salesforce Lightning, HTML, CSS, JS

Research: User Research, Usability Testing, Contextual Inquiry, Affinity Diagrams, Competitive Analysis, Surveys, User Interviews, Customer Journey Mapping, Accessibility Standards (WCAG), Heatmaps

Design: Wireframing, High-Fidelity Prototyping, Interaction Design, Storyboarding, Information Architecture, Design Systems, Data Visualization, Motion Graphics, Style Guides, Visual Design, Dynamic Prototyping, Design Thinking

Collaboration: Agile UX, Lean UX, Cross-Functional Collaboration, Storytelling, User-Centered Design Advocacy