

Deepthi Upendra

UX Researcher · UX Designer

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Experience

CitiBank India

2023 - Present

UX Design & UX Research Officer

- Orchestrated user research for 4 projects, employing usability testing and data-driven design decisions, contributing to detailed research documentation.
- Assimilated user feedback into design iterations, achieving a 30% improvement in user experience and a 15% increase in customer retention.
- Championed empathy-driven design, optimizing digital products for enhanced customer satisfaction, engaging with 30+ end users in Agile processes.
- Directed comprehensive user research across multiple projects, generating valuable insights that drove user-centric strategies, leading to a 20% increase in customer engagement and a 15% boost in conversion rates.

UnitedHealth Group

2021-2023

UX Designer

- Crafted 4 logos for top leadership presentation at a design conference with a rapid turnaround of less than 2 workdays.
- Led Design Practice for 3 major healthcare applications, aligning initiatives with project OKRs and deadlines.
- Conducted user research, usability testing, and analysis, achieving a 15% increase in user satisfaction scores.
- Implemented industry-leading design trends, resulting in a 25% increase in user engagement and a 15% decrease in bounce rate.

Accenture

2019-2021

UX Designer

- Spearheaded a robust prototype for 500+ DUCs, establishing a standardized design language across teams.
- Facilitated a remarkable 55% reduction in production time through impactful design strategies.
- Designed and created 300+ icons and graphics for the application.
- Key contributor to user research, analysis, and other key areas.
- Contributed to newsletters from both design and project teams every quarter.

Cognizant

2018-2019

UX Designer

- Coordinated Design Jury accolades, leading a team to craft the top-awarded project at showcase competing against 5 other teams; lauded for exceptional leadership and team-building prowess.
- Interacted with top insurance bodies, engaging with 60+ end users and 20+ insurance agents and leaders.
- Captured insights to inform strategic design decisions, resulting in a 60% increase in sales within a niche audience segment.
- Collaborated as a participant and speaker in design team brown-bag sessions, contributing to over 5 research papers.
- Recognized as the go-to expert for illustrations and graphic designs.

Education

Jawaharlal Nehru Architecture and Fine Arts University- WES Certified

2013-2017

- Bachelor of Fine Arts
- Awarded University Topper of 2017

Skills

- User Research for design decisions
- User Feedback Analysis
- Communication & Articulating Skill
- Design Tools
- Agile Methodologies
- Collaborative Aptitude
- Change Management
- Storytelling
- Business Enthusiast
- experiential learning
- Content Creation

Certifications

Human Centric Design-HCI

Interaction Design Foundation (IxDF)

SAP Certified Associate - Design Thinking

Interaction Design Foundation (IxDF)

Awards

MFRP: Lead team to create winning Prototype as part of Company's training Module

- Designed and executed a cutting-edge prototype for an Insurance portal as a pivotal component of a company-sponsored training module. The project was highly appreciated for deeply empathising with the end users.
- Demonstrated leadership by guiding the team through the entire UX methodology, resulting in the development of an award-winning prototype that showcased excellence in User Research and innovative design.

Passion Projects

HyCa Kreatif

- Developed and managed a social media page focused on sharing travel experiences.
- Built and engaged a community of over 3,000 travel enthusiasts dedicated to travel, adventure, and global cultures.
- Leveraged platform to achieve Open Water Diving certification in Thailand.