

Sahithi Muvva

Product Designer, Dallas, TX

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Experience

Copart

Senior Product Designer | Dec 2019-Present

- Spearheaded the transformation of the member dashboard, improved navigation, and boosted user engagement by **32.3%**.
- Conducted user interviews to identify pain points, increased counterbids by **30.5%**, and achieved a **52.94%** adoption rate for auction location customization.
- Redesigned the vehicle inspection process, streamlined workflows, and reduced errors.
- Optimized the member registration process, decreased document rejection rates, and improved submission accuracy by **10%**.
- Led large-scale UX research campaigns that directly influenced key product decisions.
- Designed the MVP mobile payments experience, ensured seamless transactions.

Intelligaia

UX Designer | Aug 2019-Dec 2019

- Overhauled Cisco's TAC case management tool using Salesforce Lightning Design System, reducing case-handling time by **26%**.
- Conducted contextual interviews and applied empathy mapping to enhance the user experience, delivering a tool that was more intuitive and faster to use.

Cisco

UX Designer | June 2019-Aug 2019

- Redesigned Cisco's Identity and Access Management product, creating a self-service system that significantly reduced support tickets and improved user autonomy.

Freelance

UX Designer | Aug 2018-May 2019

- Analyzed client business goals and translated them into user-focused design solutions, solving navigation and accessibility challenges for brands like Norton Norris Inc.

Kleeeen Software

UX Designer and Research Intern | Jun 2018-Aug 2018

- Conducted in-depth market research on UI libraries, identifying UX gaps and pain points, and crafted synthesis documents and mood boards to guide engineering teams.

Indiana University

UX Designer | Jan 2017-Jan 2019

- Led UX for the award-winning iDEW program, developing web and mobile apps to track and enhance student performance, solving inefficiencies in academic monitoring.

Rapra Software Technologies

Design Engineer | Aug 2013-Dec 2016

- Redesigned internal tools for FHPL and Norton Norris Inc., enhancing usability and streamlining workflows in their web and mobile applications.

Skills

UX Research & Strategy

Information architecture, journey mapping, personas, competitive analysis, contextual inquiry, field studies, usability studies, concept validation.

UI/Interaction Design

Wireframing, prototyping, UI design, user flows.

Tools

Figma, FigJam, Sketch, Adobe XD, InVision.

Other

Design system development and implementation, cross-functional team collaboration, iterative design processes, making design decisions based on user data and testing insights.

Education

MS in Human-Computer Interaction

Indiana University(IUPUI), Indianapolis,IN
Jan 2017-Dec 2018

Bachelor's in Computer Science

JNTU Kakinada, AP, India
Aug 2009-May 2013