

Prashanthi Yeluri

Sr. Product Designer

I am a Sr. Product Designer with over 11 years of expertise in solving complex problems through design. My approach is rooted in empathy and understanding of the end-user needs. My primary objective is to craft intuitive, aesthetically pleasing, and highly efficient interfaces.

EXPERIENCE

Sr. Product Designer - Xactly Corporation

March 2021 – Present

- ★ Redesigned the whole Sales Forecasting AI Product, resulting in closing the 15 new accounts and increased the 74% user adoption rate.
- Conducting Discovery research activities that are Qualitative & Quantitate research, User Interviews, Competitive analysis, Design Testing and Validation.
- Creating Personas, Flow charts, Wireframes, Visual Designs and Prototyping.
- Collaborating and Implementing technical strategies with other Designers, Product Managers and Engineering Team.

Sr. Product Designer - TopOpps Inc

Nov 2020 – Feb 2021

- ★ I took the initiative to revamp the major features of an AI application proactively, and this effort resulted in company acquisition.
- Defined END to END branding and product design guidelines with interaction notes.
- Participated in stakeholder discussions to define product priorities and effectively communicated and implemented technical strategies with cross-functional teams.
- Conducted Discovery research activities that are Qualitative & Quantitate research, User Interviews, Design Testing and Validation, Creating Personas, Flow charts, Wireframes, Visual Designs and Prototyping.

Sr. UX Designer - Client Curve Infosystems Pvt Ltd

Client: Gainsight Software Pvt Ltd

Sep 2017 – Jan 2020

- Participated in stakeholder discussions to define product priorities and effectively communicated and implemented technical strategies with cross-functional teams.
- Conducted Discovery research activities that are Qualitative & Quantitate research, User Interviews, Design Testing and Validation, Creating Personas, Flow charts, Wireframes, Visual Designs and Prototyping.
- Defined END to END branding and product design guidelines with interaction notes.

Sr. UX Designer - Gainsight Software Pvt Ltd

Aug 2013 – Aug 2017

- Participated in stakeholder discussions to define product priorities and effectively communicated and implemented technical strategies with cross-functional teams.
- Conducted Discovery research activities that are Qualitative & Quantitate research, User Interviews, Design Testing and Validation, Creating Personas, Flow charts, Wireframes, Visual Designs and Prototyping.
- Defined END to END branding and product design guidelines with interaction notes.

Graphic Designer - Globarena Technologies Pvt Ltd

May 2012 – Jul 2013

- Created branding guidelines for the presentation slides.
- Created the marketing template designes
- Created the business presentations slides and tutorial animations for e-learning.

Graphic Designer - Winzest Edutech Pvt Ltd

Aug 2010 – Apr 2012

- Created branding guidelines for the presentation slides.
- Created various science and math project animations for engineering graduates.
- Created the business presentations slides and tutorial animations for e-learning.

7607 Stable Creek Dr Huntersville
NC, 28078.
845 866 2555
prashu.yeluri@gmail.com

EDUCATION

Osmania University

BFA Visual Communications/Painting
Aug 2007 – May 2011

SKILLS

Contextual Research
Storyboarding
Wireframing
Interaction Design
Prototyping
Visual Design
Iconography
Building Design Systems
Agile Development
Illustrations
Sketching
Front end development

TOOLS

Figma
Sketch
Adobe creative suit
Invision
JIRA
Webflow
Miro
Axure