

Turlapati Sri Varshini

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[LinkedIn](#)

[Portfolio](#)

Objective

I am an experienced User Experience (UX) Designer with over 6 years of expertise in human-centered design, interaction design, and service design. I am passionate about creating intuitive, accessible, and innovative digital experiences that meet user needs while aligning with business goals. I possess strong skills in conducting user research, creating wireframes, prototypes, high-fidelity mockups, and collaborating with cross-functional teams.

Professional Experience

RealPage | UX Researcher/Designer | Sep 2024 - Current

- Conducted user research validation session to launch a feature which is used by 80% of RealPage customers by following agile development methodology
- Lead the design decisions for a feature released had increase the adoption rate of the resident mobile application by 30% by collaborating with product managers, developers
- Planned and executed Beta testing for an AI feature which was released in the market and shared the finding to the c-level executive teams

Medtronic | UX Designer | Jan 2022 - Jul 2023

- Leading the design decisions and enhancing the experience for a class 3 medical device software
- Collaboration with developers, system engineers, and testing team to ensure the product is delivered within the standards without compromising on the user experience by following agile methodology
- Conducted formative studies with device clinicians to understand their personas and validate the design decisions made
- Designed an onboarding tool for the new hires which increased the speed, progress, and tracking of new hire onboarding by 80%

UXReactor | Interaction Designer | Feb 2019 - Dec 2021

- Led interaction design to work on projects in a gamut of industries such as Data Warehouse Solutions, Real Estate, Telecom, Cyber Security and Computing solutions
- Directed product design that empowered DevOps to resolve security issues with certainty and is estimated to multiply efficiency by 5x
- Redesigned a training platform and web optimization for a leading VOIP service provider which had increased the leads to their site by 80%
- Contributed to the creation of playbooks for design processes and design management that ensured standardized processes throughout the organization and efficient knowledge management for employees.
- Collaborated on user research engagements with companies in diverse domains - IoT, EdTech, SaaS, Cloud
- Conduct market research and competitor analysis to develop a positioning strategy that would help the organization achieve its 'Mission 2022.
- Collaborated with cross-functional teams and stakeholders to identify research needs and to translate insights into strategic and tactical decisions.

Teaching Experience

Visiting Faculty, UX Design

NID Haryana - India

Spring 2023 Semester

- Delivered hands-on UX design courses focusing on interaction design, user research, and wireframing, using industry-standard tools such as Figma, Sketch, and Adobe XD.
- Developed a curriculum that emphasizes inclusive design principles and real-world problem-solving for undergraduate design students.
- Led design critiques, allowing students to improve their design work through constructive feedback and iterative processes.

Mentor, Springboard (UX/UI Design Program)

Springboard, Remote

2019 - Present

- Mentored 10+ students through their coursework and design projects, providing personalised feedback and guiding them through UI/UX and interaction design concepts.
- Two students secured industry positions post-graduation, a testament to the success of the mentorship program.

Education

IIT Hyderabad | Masters in Product Design and Management | 2022 - 2024 | 3.2 CGPA

JNTU Hyderabad | Bachelors in Instrumentation Engineering | 2015 - 2019 | 3.2 CGPA

Skills

- Game Design & Development
- 3D Modeling (Unity, Maya)
- Interaction Design & UI/UX
- Adobe Creative Suite (Photoshop, Illustrator)
- Prototyping Tools (Figma, Sketch, InVision)
- Inclusive & Student-Centered Teaching
- Curriculum Development
- User Research & Usability Testing
- Mentorship & Student Advising
- Collaborative Team Leadership

Tools

Figma | Webflow | Sketch | Axure | Mural/Miro | Invision | Notion | UXPin | Adobe XD | Canva | Miro | Jira

Certification

- IDEA LABS - Design Thinking
- CAMBRIDGE ENGLISH LANGUAGE - Business English