

# Vikram Penumatsa

vikram.penumatsa@gmail.com | (469) 740 2390 | <https://www.vikramp.space/>

## About Me

I am a UX designer with over 15 years' experience conceptualizing and crafting digital products, helping businesses and products expand their capacity for impact.

As a designer & a problem solver my approach is driven by data, user insights to comprehend complex problems, translating unstructured ideas into meaningful experiences with a deeply human-centric approach.

---

## My Values

Be passionate, never stop learning, embrace creativity, trust your team & always stay humble.

---

## Key Skills

Design thinking, journey mapping, user research, design collaboration, IOS & Android Apps, Figma, Sketch, Axure, HTML/CSS

---

## Education & Certifications

**Human Centered Computer Systems - MSC, University of Sussex, UK**

Cognitive ergonomics, HCI, Ubiquitous computing, User research methodologies

## **Computer Science Engineering - B.E, Anna University, India**

Computer Architecture, Technology

## **AI Product Design - ELVTR**

AI first design approach

## **The Art & Science of Web Application Design - Human Factors International (HFI)**

Designing for web & mobile, UI/Interaction design patterns

## **Cultivating Creative Collaboration - IDEOU**

Leadership, Team building, Tension Management, Creative Collaboration

## **Human Centered Service Design - IDEOU**

Advanced design thinking, Customer journey mapping, Service Design

---

## **Experience**

### **Principal UX Designer - Fidelity Investments (2021-present)**

- Leading UX design for Internal App to improve employee experience.
- Collaborate with product owners, research and engineering to solve user problems .
- Mentor other designers, contribute to design systems and collaborate with cross chapter designers on design reviews.
- Skills & Tools - Figma, IOS, Web, Data analysis, User testing, User Interviews

### **Associate Director, UX - Mastek Ltd. (2015-2021)**

- Lead, mentor and build design teams
- Lead UX design for brands like the Vitamin Shoppe, Specialized Bikes, CORT Furniture on their B2b and B2c experiences.
- Led design thinking workshops and discovery for ecommerce brands to improve customer experience.
- Skills & Tools - Sketch, Invision, journey mapping, Usertesting (usertesting.com), Data analysis (Full story, Google analytics etc.)

### **Sr. Interaction Designer - Pramati Technologies (Apr 2013 - Dec 2014)**

- Led research & design to solve efficiency in back office business processing application (Insurance)
- Conceptualized & designed applications for back office data entry agents and workforce management apps for team leaders.
- Redesign a low code platform to improve user experience.

### **Sr. Interaction Designer - 24/7.ai (Feb 2012 - Apr 2013)**

- As a founding designer, led research & design of chat platform for customer support reps.
- Led design collaboration to ideate, conceptualize chat platform.
- Did user research by interviewing, shadowing chat agents and performed competitive benchmarking to build a product ground up.
- Led design of social platform for chat agents to improve productivity & gamify workplace.

### **Sr. Interaction Designer - Pramati Technologies (Oct 2008 - Jan 2012)**

- Led design of smart knowledge management platform to help customers troubleshoot and self service.
- Designed a personal travel assistant IOS app powered by Fodor's to help user with outdoor activity recommendations.
- Designed a payment platform to handle transactions in online games & social networks.
- Led design for timeline & content creation for social platform for workplace.

---

## **Contact Information**

Email - vikram.penumatsa@gmail.com

Phone - 469 740 2390

Portfolio - <https://www.vikramp.space/>