

srilakshmi peri

UX Design Lead

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📍 Bangalore

📁 www.srilakshmiperiportfolio.com

I'm a seasoned UX designer with over 14 years of experience, specializing in crafting innovative solutions from concept to launch. I've designed numerous Google search products that have positively impacted millions of users. My expertise spans end-to-end design for consumer and enterprise products, stakeholder collaboration, international design workshops, building and nurturing UX teams, and mentoring designers to achieve their full potential.

Work Experience

🕒 Aug 2022 - till date | Google | UX Design Lead

- Designed end-to-end India Train Search, Train Running Status experience
- Designed Food dining offers, Train OSRP, Veg attribute, Multi-cuisine & Multiple phone numbers (yet to be launched)
- Highly involved in product strategy and influenced the decision making to safeguard the user needs

● Dec 2016 - till date | SAP Labs | UX Design Lead

- Responsible for end-to-end UX Product Portfolio of Sales Cloud
- Involved in defining and designing components for the SAP C4C Design System
- Involved in product strategy, stakeholder communications and decision making

● Jun 2014 - Dec 2016 | Intel Security / McAfee | Lead UX Designer

- Responsible for the end-to-end user experience of 'McAfee Personal Safety' app
- Conducted workshops with our clients and partners Titan & Aricent. Involved in design reviews & decision making
- Designed Personal Safety App for Titan smartwatch, JUXT
- Mentored juniors and interns

● Apr 2012 - Jun 2014 | Microsoft | UX Consultant

- Design reviewer for Windows 8 desktop & mobile apps
- Created 'vision demonstrators' for B2B and B2C apps for Windows 8.1 for various industries

● Jun 2011 - Nov 2011 | SAP Labs | UX Intern

- Designed and prototyped a business intelligence app for 'SAP-Business Objects' for iPad
- Designed and prototyped innovative and intuitive gesture-based interaction patterns allowing end users to quickly access important business data

● Apr 2007 - Jun 2009 | GM | GUI Designer

- Collaborated with, and supported global design teams on global infotainment HMI programs (for NA & EU)
- Created Interaction and visual design flows for HMI infotainment system

Education

- Mar 2021 - Jun 2022 | Berkley, University of California (currently pursuing) | Executive Program in Management (EPM)
- Jun 2009 – Dec 2011 | Srishti School of Art, Design & Technology | M.Des Product & Interface Design
- Nov 2001 - Nov 2003 | Arena Multimedia | PG Diploma in Graphics & Animation
- Jun 1998 - July 2001 | Andhra University | Bachelor of Science (Maths, Physics, Chemistry)

Certifications and Courses

- Nielsen Norman Group: User research methods - From strategy to requirements to design
- Nielsen Norman Group: Managing user experience strategy

Honors & Awards

- 6 Spot bonus | 6 Peer bonus at Google (2023-24): Received for great to exceptional contributions
- Rising star award at SAP labs (2018): Received for exceptional UX deliverables
- People choice award at Intel Security (2016): Received for two key projects at Innovation Tech Summit at Santa Clara, California
- Best product showcase award at India HCI (2015): The product 'McAfee Personal Safety' app was selected for the best product category at an external UX event, India HCI, IIT, Guwahati
- Star award at Microsoft (2013): Received for outstanding performance as a UX designer throughout the year and for significant contribution to the business unit

Areas of Expertise

User Experience Design, Interaction Design, User Research, Visual Design, Story Boarding, Design Strategy, Agile, Scrum and Waterfall Methodologies

Leading the Team of Designers, Collaborating with Cross-functional Teams Across the World, Product Lead, Design Talent Hiring, Building the Design Team, Ensure Product Consistency, Accessibility

Skills

Figma, Sketch, Invision, Adobe Creative Suite, AI tools