

KRITHYA KIRUBA

USER EXPERIENCE DESIGN (UX) | STRATEGY & RESEARCH

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PROFESSIONAL SUMMARY

Associate User Experience Designer with **3+ years** in **enterprise UX**, **design systems**, and **digital transformation**. Proven track record of **leading cross-functional teams**, **mentoring designers**, and delivering Data-informed and research-driven UX solution for enterprise software platforms for **Fortune 500 clients** (e.g., **Retail**, **Food**). Expertise in **enterprise UX**, **AI-powered interfaces**, and **B2B / B2C SaaS design**, with a focus on **data-driven decision-making**, **Power BI**, **analytics**, **accessibility (WCAG)**, and **design system governance**. Recognized for creating **scalable**, **research-driven solutions** that **improve clarity**, **reduce friction**, and **enhance overall product usability**.

SKILLS

Tools

Figma | Adobe XD | Framer | Miro | Photoshop | Illustrator

Design Leadership

Design Systems | UX Strategy | DesignOps | Design Thinking Workshops | Data Literacy | Cross-Team Collaboration | Stakeholder Management | Agile/Scrum | Problem Solving | Atomic Design System | Design Sprints

UX/UI & Research

User-Centered Design (UCD) | Journey Mapping | Mentorship | Service Blueprinting | Prototyping | Usability Testing | Data-Driven Design | Accessibility | Responsive Design | Interaction Design

Industry Specialization

Enterprise SaaS | B2B/B2C Solutions | Financial Services | e-Commerce | Government | Healthcare | Food | Retail

PROFESSIONAL EXPERIENCE

Associate - Experience Design

WONGDOODY - Infosys | 2022 -2026

Warranty Plan Management System (Fortune 500 company - Retail)

- Led **end-to-end UX strategy** for a **backend enterprise platform**, applying **user research**, **stakeholder interviews**, and **workflow analysis** to identify **usability issues** in **legacy systems**.
- Redesigned **information architecture**, **user flows**, and **plan management workflows**, improving **usability**, reducing **cognitive load**, and validating solutions through **iterative prototyping** and **usability testing**.
- Incorporated **scalable**, **modular UI components** and **reusable patterns** to support **multiple plan types**, **business rules**, and **system integrations**, ensuring **consistency** and **future scalability**.
- Collaborated with **cross-functional teams** including **product managers**, **engineers**, and **stakeholders** in **Agile/Scrum** environments to deliver **UX solutions aligned with system architecture**.
- Partnered closely with **product owners** and **development teams** to ensure **design feasibility**, **handoff clarity**, and **efficient implementation**, improving **operational efficiency** and **maintainability**.

AI-Enabled UX for Global Genomic Surveillance | GISAID

- Led **end-to-end UX strategy** in an **intensive global redesign program**, collaborating with designers from **three countries** to simplify the **GISAID** platform for **laypersons**, **scientists**, and **government public health officials**.

- Synthesized **complex multi-stakeholder needs** across **global health, research, and policy domains** to identify **usability and comprehension gaps** in **large-scale genomic surveillance systems**.
- Applied **AI-assisted analysis** to support **pattern recognition, data summarization, and insight prioritization**, improving interpretability of **emerging variant and mutation trends**.
- Redesigned **information architecture** and **data visualizations** to translate **high-volume, real-time genomic data** into **actionable insights** for **public health decision-making**.
- Ranked **2nd among 20+ international teams**, with **GISAID scientists** validating the **AI-informed UX approach** and indicating intent to explore **implementation of proposed solutions**.

AI-Powered Case Study Platform (Suitcase) | Enterprise SaaS UX

- Led **end-to-end AI UX design** for an **enterprise SaaS platform**, addressing fragmented documentation and storytelling workflows using **Generative AI**.
- Conducted **multi-persona user research** (Designers, Approvers, Admins, BD teams) and translated insights into **personas, user flows, and information architecture**.
- Designed **human-in-the-loop AI experiences**, enabling **AI-assisted content generation** with strong **user control, editability, and validation**.
- Built **role-based workflows** for **creation, review, approval, and repository management**, ensuring consistency, governance, and scalability.
- Won **1st place** in a **companywide national-level AI UX design challenge**, outperforming **30+ teams**, recognized for **UX strategy, AI integration, and system thinking**.

Associate Designer (Graphic & UX)

F5ive Technologies | 2019 - 2022

- Supported **website** and **digital experience design** by conducting **competitor analysis** and **experience reviews**, studying why high-performing sites work better in terms of structure, flow, and usability.
- Assisted in **UX-related activities** including information analysis, basic usability checks, and design reviews, applying early UX principles to improve clarity and navigation.
- Designed **website layouts** and social **media creatives** while aligning visuals with **user behavior insights** and brand goals.
- Contributed to **brainstorming sessions** and **design discussions**, helping translate business objectives into clearer digital experiences.
- Performed visual design execution using **Adobe** and related tools, collaborating closely with senior designers and clients.
- Worked with clients such as **Sterling Holidays, Prakash Silks, RR Academy, Amura, Makkal Needhi Maiyam, Magnolia, and Vaksana Farms**, gaining exposure across B2B and B2C domains.

EDUCATION

M.Des UX (Specialization AI)

O.P. Jindal Global University

2025 – 2026

B.A Journalism

M.O.P. Vaishnav College for Women

2019 – 2022

KEY ACHIEVEMENTS

RISE AWARD

Recognized for creating reusable UX components and maintaining a scalable **design system** for **Finacle**, ensuring consistency and efficiency across enterprise workflows.

INSTA AWARD

Awarded for actively driving **employee engagement initiatives** for designers across **online and offline platforms**, fostering collaboration, knowledge sharing, and design culture.