

SRIDIVYA KUNCHAM

UX/Product Designer | USA

UX/Product Designer driving user-centered experiences across e-commerce, productivity, sustainability, and AI, turning research into designs that boost adoption, conversions, and accessibility while delivering scalable solutions with cross-functional teams.

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| WORK EXPERIENCE

UI/UX Designer

TwinMind

Jan 2025 – Jul 2025 | Indianapolis, IN

- Led end-to-end UI design for AI-powered To-Do List, anticipated to increase customer usage rates by 30–35%
- Analyzed 5 task management apps, identified long unprioritized task lists as a core UX gap causing decision fatigue
- Designed AI system to surface top 3–5 prioritized, time-relevant tasks, reducing cognitive load and driving faster completion; Implemented streamlined task interactions supported by micro-interactions to enhance clarity and usability

UX Analyst Intern

Petsense by Tractor Supply Company

May 2024 – Aug 2024 | Bangalore, India

- Audited customer journey booking funnel; found 35% completion rate from booking attempts to confirmed requests and 10% rejections from groomers due to breed/size mismatches and inaccurate grooming time estimates
- Recommended smart scheduling model factoring breed, size and estimated service duration to reduce rejections and optimize groomer capacity; Projected to recover \$1M in lost annual revenue
- Benchmarked 5 competitor platforms and recommended features including appointment modifications, appointment history, pet profile edits, online payments, and real-time confirmations

UX Designer

CasaOne

May 2021 – Oct 2022 | Bangalore, India

- Led UI design across e-commerce platform, optimizing product discovery, buyer flows, and checkout; achieved 10% increase in conversion rates, 20% drop in bounce rate
- Conducted Hotjar and Google Analytics reviews to identify funnel friction; redesigned navigation with 2x2 grid toggle, category filters, and improved labeling, reducing category-level drop-offs
- Initiated biweekly Hotjar review sessions with cross-functional teams; created centralized tracker mapping observed issues to design fixes and dev tickets, accelerating resolution of usability problems

Product Designer

At Quest Sustainable Solutions & Greedy Game Pvt Ltd, Bangalore, India

Jul 2020 – Apr 2021 | Bangalore, India

- Designed mobile interface to track carbon footprint and B2B dashboard for employers to monitor footprint data
- Created Divine Tarot app, achieving 500K+ downloads by optimizing onboarding flow and core interactions

| EDUCATION

M.S in Human Computer Interaction

Indiana University Indianapolis

Jan 2023 - Dec 2024 | Indianapolis, IN

UI/UX Design Course

Design Boat UI/UX School

Nov 2019 - Feb 2020 | Bangalore, India

Bachelor's Degree in Information Technology

Anil Neerukonda Institute of Technology and Sciences

Jun 2015 - Apr 2019 | Visakhapatnam, India

| EXPERTISE

Research

- User Research & Interviews | Surveys & A/B Testing | Design Thinking & Heuristics | Personas & Journey Mapping | Usability Testing & Analytics

Design

- Information Architecture & Flows | Wireframing & Prototyping | Interaction & Visual Design | Web & Mobile UX/UI | Design Systems & Style Guides

Tools

- Figma | Adobe Creative Suite | Miro | Notion | Google Analytics

| PROJECT HIGHLIGHTS

UX Designer - Apprenticeship

GravityDrive

Jan 2024 – Dec 2024 | Indianapolis, IN

- Conducted research with 9 police officials, analyzing 3 VR simulations to identify gaps and propose advanced VR metrics
- Awarded "Best in Show" at the 2024 Graduate School Capstone Event

Graduate Research Assistant

Luddy School of Informatics

Jan 2023 – Dec 2024 | Indianapolis, IN

- Analyzed voice-over navigation challenges across 9 social media platforms, identifying 6 key accessibility issues for visually impaired users