Sai Ram Yerriboina

Product & UX Designer | Healthcare & FinTech | 4.5 Years | Turning User Needs Into Product Outcomes

+91 9963495173 | ysairam556@gmail.com | Hyderabad, Telangana, India | LinkedIn | Portfolio

PROFESSIONAL SUMMARY

- Product & UX Designer with 4.5 years of experience designing and improving digital products across Healthcare and FinTech. Specialized in transforming business requirements into user-centered workflows, intuitive UI, and measurable product outcomes. Experienced in full design lifecycle including research, wireframes, prototyping, responsive design, developer collaboration, and usability validation. Strong cross-functional contributor with the ability to balance user needs, product goals, and technical constraints.
  Now seeking a Product Design role in a product-driven MNC or enterprise team.

WORK EXPERIENCE

Product Designer, Cloudo Solutions Pvt Ltd, Hyderabad   **May 2024 — Present**
- Leading product experience design for digitized healthcare workflows across web & mobile platforms
- Collaborating with product managers, developers & QA teams to translate requirements into user-centric solutions
- Conducted design audits and streamlined UI complexity by introducing reusable patterns & design tokens
- Created interactive prototypes, user flows, and design documentation to reduce rework and improve handoff clarity
- Improved product quality by validating UI behavior against real API data and edge cases
- Partnering with engineering teams to reduce UI defects and accelerate development with a scalable design system
- Participated in sprint planning, backlog discussions, and product roadmap decisions as part of cross-functional team

UX Designer, Openturf Technologies Pvt Ltd   **Jul 2021 — Apr 2024**
- Designed end-to-end product modules for healthcare & fintech platforms serving B2B & B2C audiences
- Owned wireframes, interaction flows, high-fidelity UI and usability improvements across web and mobile
- Performed lightweight user research & stakeholder interviews to define product requirements
- Delivered scalable UI patterns and collaborated with developers throughout the SDLC for accurate implementation
- Worked with QA teams to validate edge cases and eliminate UX gaps before release
- Converted complex desktop features into mobile-first experience while maintaining functionality and accessibility

TECHNICAL SKILLS

Product Skills	: User Flows, Feature Prioritization, Design Strategy, Requirements Analysis
UX Skills	: User Research, Wireframing, Information Architecture, Usability Testing
UI Skills	: Visual Design, Design Systems, Interaction Design, Mobile & Web UI
Tools	: Figma, Adobe XD, Postman(Basic), FigJam
Collaboration	: Dev Handoff, QA Support, API Understanding, Agile, Cross-team Communication
Domain Expertise	: Healthcare, FinTech Interfaces, Ecommerce, Saas Applications

PROJECTS

PayMitra – Digital Money Transfer App, Link
- Designed a mobile-first digital payment app focused on simplifying money transfers while keeping users engaged through gamification. Led the end to end UX process from user research and personas to user flows, wireframes, and high-fidelity UI design. Key features include SuperCoins, scratch cards, transaction history, and a dark-themed interface to enhance usability and user trust. Conducted usability testing to refine the experience and ensure it met real user needs. Collaborated closely with users during interviews to uncover pain points in existing apps and prioritize feature decisions. The project demonstrates my ability to translate research insights into engaging, functional, and visually consistent digital experiences.

Cutoff.AI – AI Powered Skill Exchange Platform, Link

- Orchestrated the end-to-end UX design for Cutoff.AI, an AI-powered skill exchange product enabling real-time connections between learners and mentors. Conducted in-depth user analysis and benchmarked competitors like Udemy and MasterClass to reveal personalization and engagement gaps. Crafted an intuitive onboarding experience and integrated an intelligent course-matching engine. Deployed interactive features such as live skill exchanges, mentor discovery filters, and progress dashboards, leading to a 20% boost in engagement and a 30% reduction in match time. These enhancements positioned the product as a dynamic, personalized alternative to static e-learning platforms.

EDUCATION

GITAM University, Visakhapatnam, **India** - *Bachelors Of Technology - (GPA: 8.06)* **Jul 2015 — May 2019**
Vignan Junior College, **Guntur, India** - *Intermediate, MPC* **Jul 2013 — May 2015**

CERTIFICATIONS

UX Certification, Digital Lync
Adobe XD UI/UX Design Certificate, Coursera
AI in UX/UI Design, Coursera | Expected to be completed by Dec 30

ACHIEVEMENTS

- Delivered 12+ end-to-end product modules across Healthcare & FinTech platforms
- Improved development efficiency by ~25% by introducing reusable components & design system standardization
- Reduced UX defects by collaborating directly with QA & dev teams early in cycle
- Converted legacy desktop workflows into responsive mobile-first experience with measurable adoption increase
- Designed & tested product flows that improved task completion & onboarding experience
- Contributed to 3 major releases under aggressive timelines without compromising quality

LANGUAGES

- English
- Telugu
- Hindi
- Spanish